BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION WOR ★ NEWARK · NJ

★ **Operates on the most favorable WAVE LENGTH**
has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ **Enjoys Audience ACCEPTANCE**
of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ **Offers Intensive COVERAGE**
in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

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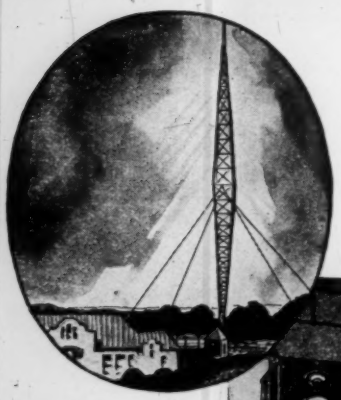
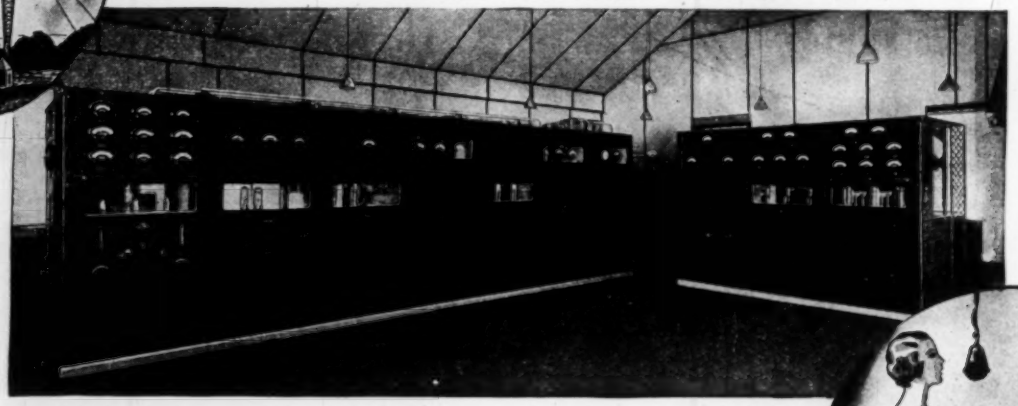
NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City



A Western Electric 50 Kilowatt Radio Telephone Broadcasting Transmitter.



Broadcasting equipment..

by BELL TELEPHONE MAKERS

The correct type of apparatus for stations of all sizes is included in the complete line of Western Electric radio telephone broadcasting equipment. Transmitters, for example, range from small 100 Watt to huge 50 Kilowatt models. The name Western Electric vouches for the performance of this apparatus. Every piece is made to the same high standards of precision exacted in the telephones made by this company for the Bell System. For detailed description of this equipment—write the distributor, Graybar Electric Co., Graybar Building, New York, N. Y.

175

Western Electric Equipped Radio Broadcasting Stations now in operation from Coast to Coast.

Also made by Western Electric—radio telephone equipment with which many cities are furnishing their police departments. Reliable to an unusual degree—a time saver between report and response. Information also upon request to the distributor.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

Offices in 76 Principal Cities

XUM

first
in North Carolina and South Carolina

. . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

. . . market

Strategetically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System

Wilder Building Charlotte North Carolina

XUM

Is Radio Advertising Expensive?

RADIO advertising is not the exclusive toy of the advertisingly rich. Neither need it be a costly gamble. • Demand careful planning in your radio advertising—plus thoroughness of procedure, and, better still, test schedules that forecast results if efforts are extended. • We offer to any serious advertiser and his agency full cooperation in studying whether broadcasting has possible effectiveness in a specific merchandising plan—holding the initial endeavor to test proportions. • Our experience is based on a five year history—five years that have been productive of facts—innumerable and enlightening.

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BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 1, NO. 1 | WASHINGTON, D. C. | OCTOBER 15, 1931 | $3.00 PER YEAR—15c A COPY

The Commission Chairman Points With Pride

By MAJ. GEN. CHARLES McK. SALTZMAN

Chairman, Federal Radio Commission

AS TOLD TO SOL TAISHOFF

Calling Our Broadcasting Best in World, "The General" Urges Programs Improve Apace with the Technical Art

THE United States is today the foremost radio country in the world. In considering the list of its radio achievements, its people can well be proud of the status of its broadcasting. The United States is the birthplace of broadcasting. In our technical research laboratories, our scientists have brought forth remarkable creations for voice transmission. Our factories are producing the best radio equipment of the world. With this background and with a great wealth of program talent available, the progressive broadcasters of our country have made our broadcasting the best in the world.

The past year has witnessed a remarkable improvement in reception in many parts of the nation due to the modernization of equipment. The hearty cooperation of progressive, far-seeing broadcasters in complying with the provisions of General Order No. 111 (regarding transmission requirements) is having a marked effect in many sections, with the benefits accruing not only to the listening public but to the broadcaster. Many progressive stations are already complying with General Order No. 116 (regarding frequency deviations) even though it does not officially become effective until next year. Due to these two regulations, 1932 will find reception conditions in this country infinitely improved over previous years.

MORE IMPROVEMENTS

THE technical developments of the last five years are only the beginning. Our research technicians are still at work in the laboratory and will continue to bring forth devices and circuits for the further improvement of voice transmission. In the realm of mathematics, the fundamental principles and natural laws are not only fixed but definitely known. Mathematical problems can accordingly be definitely solved. In the field of radio, the principles and natural laws are as fixed and immutable as those of mathematics but some of these laws are yet not definitely known to us because the radio art is very young. As the months and years roll by, these principles and laws are becoming better understood by the scientists who are studying the art. So, although the United States today stands far out in front in broadcasting, we must be on the qui vive for constant improvement and must live with the realization that the splendid transmitting devices and accessories of 1931, now regarded as the last word in radio equipment, may in a few years be looked back upon as haywire.

Just as improvements are made in technical operation with better signals laid down in the service area, just so must program improvements be made to bring better entertainment to the homes of the listening public. In this regard, the broadcaster oftentimes finds himself sorely tried. In a metropolitan service area, for example, there is a class that desires nothing but the music of Philharmonic concerts, while another class clamors for jazz dance music. There is a class that wants high grade educational programs to the exclusion of all others, while another class wants nothing of that sort. The broadcaster cannot please all. It is difficult for him to please the majority.

A time will undoubtedly come when certain stations will specialize on certain types of programs, but that time not having arrived, the average broadcaster, like the storekeeper, is left to wrestle with the problem of endeavoring to offer to his customers a stock of programs to meet the demands of a varied audience. However, whatever the nature of the program selected, the broadcaster must constantly strive to improve its quality. Improvements in program quality should keep pace with improvements in technical operation.

In the case of a new facility like radio reaching into the very home life of our nation, it is inevitable that complaints will arise. When Alexander Graham Bell's first crude telephones were installed on telephone systems, the novelty of the wonderful invention soon wore off and many complaints were received as to the service rendered. The telephone company of today even with its wonderful equipment still receives complaints. The telephone company is constantly endeavoring to correct the practices which cause these complaints. The broadcaster, if he is wise, will do the same.

THE FEDERAL RADIO COMMISSION

Seated (left to right)—Commissioners Ira E. Robinson; Eugene O. Sykes, vice chairman; Maj. Gen. Charles McK. Saltzman, chairman; Harold A. Lafount, and W. D. L. Starbuck.

Standing (left to right)—Col. Thad H. Brown, general counsel; Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, Secretary.

ABOUT SALES TALKS

ONE great source of complaint is in regard to advertising. So long as our country favors the competitive broadcasting of today as distinguished from monopolistic broadcasting, advertising must probably pay the bill and we shall listen to "sponsored programs." But there are sponsored programs and sponsored programs—programs in which the advertising is palatable, even interesting, and programs in which the sales talk is nauseating. I have in mind a program advertising a certain commodity in which the sales talk carried on by several actors is not objectionable but positively interesting. No one can object to it. Broadcasters, if they listen to the trend of public opinion, will commence to take steps to make these sales talks more palatable. The problem is theirs and not any official board's, and they should hasten to solve it.

The complaints received by the broadcaster from his listeners are oftentimes sorely perplexing. In

(*Continued on page 28*)

Columbia Scouts Independents' Fears of Replacement by System of Boosters

Network Officials Deny Any Plan for National Chain in Seeking Station in Washington

COLUMBIA'S proposal to erect a booster station in Washington, with power of 250 watts and synchronized to the clear channel of WABC, its New York key, does not mean the death of independent or network-affiliated stations, according to a statement by Harry C. Butcher, Washington director of CBS. The statement was made in connection with the withdrawal of Thomas Stevenson's letter of protest to the Federal Radio Commission, as executive director of the Associated Broadcasters of America, that the proposed Washington booster was the first step toward a nation-wide system that would free the network from dependence on independent station affiliations.

The hearing on the CBS application is scheduled for Oct. 19 before the full Commission. Engineers of the Commission, CBS engineers and others interested in the booster project will testify as to its feasibility. Station WMAL, Washington, the present CBS local outlet, which will leave the network if the plan meets the Commission's approval, will be represented by Thomas P. Littlepage, but will raise no objections. Columbia will be represented by Paul D. P. Spearman, formerly assistant general counsel of the Commission and now with the firm of Littlepage, Littlepage & Spearman.

The network was impelled to seek the synchronized outlet in Washington because of its inability to place enough of its programs in Washington over WMAL. With a synchronized outlet, it will be able to serve Washington with CBS programs 17 hours a day.

With the declaration by CBS that it has no idea of erecting a national system of boosters, Mr. Stevenson, whose association embraces a number of independent broadcasters, stated in his letter to the Commission that the association has been satisfied that its original objections were groundless. In the meantime, Sam Pickard, former radio commissioner and now station relations vice president of CBS, addressed a letter to all stations of the network stating that his company's aim was, first, to give Washington a full schedule of Columbia programs, and secondly "to contribute as much as is possible to engineering development."

CBS POSITION EXPLAINED

"The application of Columbia," Mr. Butcher stated, "for permission from the Federal Radio Commission experimentally to operate a 250-watt booster station in Washington, bringing to the nation's capital the complete programs of WABC, has brought to light several objections which, while possibly plausible to the uninformed, are not based on an adequate knowledge of the facts and are therefore erroneous.

"The first of these objections, and perhaps the most fallacious, is that practical application of synchronization, as proposed experimentally by the Columbia System, sounds the death knell of the independent and chain-affiliated stations. Under present wave-length allocations, nothing could be further from the truth.

"With the wave lengths of the nation distributed as they are, the proper and non-interfering location of a booster station is equally as difficult as the establishment of a new station.

"Establishment of a new station is virtually impossible at present because of the congestion of stations now crowded into the definitely limited band of broadcasting frequencies. However, the booster principle, if proved practical in actual test, would make considerably better use of the nation's patrimony of wave lengths than is possible under present conditions.

"Because of the hope that synchronization would wholly remedy the present congested allocation, the effect of synchronization on existing stations has been widely discussed and greatly exaggerated.

NEED 50 KC. SEPARATION

"BECAUSE of the existing stations, each of which has to be separated hundreds of miles from other stations on the same or adjacent channels, there are but surprisingly few cities where a booster station can be established which will not interfere with reception of existing stations. This is perhaps better explained by saying that when two stations which operate on adjacent wave lengths are located too close to each other, the listener in the home hears cross talk, or both programs at once, or gets whistles and howls. In other words, a booster of Station WABC cannot be located in a city which has a station operating on a wave length within 50 kilocycles—five notches on the dial—of the WABC channel.

"This condition, coupled with the required geographical separation of stations, subsequently limits the cities in which a WABC booster station can be located. The restriction is further increased by possible interference on the adjacent wave lengths of stations in cities other than that in which the booster station is desired.

"Even if the proposed booster idea proves practical in daily operation and there were a reallocation to accommodate synchronization, individual stations now affiliated with networks have little, if anything, to fear because undoubtedly other network programs would become available to them when required. Network stations already are finding considerable demand for their time from local interests, and their managers ofttimes are nonplused in their efforts to meet both local and network demands for time. As radio continues to develop, not only as a means of expression and of entertainment, but as an advertising medium, there will be an increasing demand for time on all stations.

"Incidentally, a booster station cannot broadcast local programs and therefore cannot compete locally for advertising against existing stations or newspapers."

A Modern Grapevine

EDWIN K. COHAN, director of technical operations of CBS, has evolved a novel way of keeping in touch with headquarters while on the road in New York's metropolitan area. Driving a radio-equipped auto, he tunes WABC at the 15-minute station breaks. His cue to call headquarters is the announcement: "This is Station WABC in the City of New York." When the announcer simply says "WABC, New York," he knows things are O. K. in his line.

Hedges to Remain In Charge of WMAQ

Chicago Daily News Station to be Operated by NBC

WILLIAM S. HEDGES, president of WMAQ, Inc., and past president of the National Association of Broadcasters, will remain with WMAQ in charge of its operations when control of the Chicago Daily News station is taken over by NBC on Nov. 1. Miss Judith Waller, who has been with the station since its establishment in 1922, will continue as second in command.

Operation of the station under NBC management was described by the Daily News in an article published August 28 as a "partnership" between the broadcasting company and the newspaper. The change will result in a substitution of NBC for CBS programs; no other changes in the policy and few changes in the local programs of the station are contemplated. Plans of CBS to procure an additional outlet in Chicago to supplement WBBM have not been announced, and all the numerous rumors regarding new CBS affiliations have been ignored by the network officials.

Details of the deal whereby NBC obtained control of WMAQ have not been made public, but it is understood that NBC purchased 50 per cent of the stock of the station by arrangement between Col. Frank Knox, who recently succeeded the late Walter Strong as president of the Daily News, and M. H. Aylesworth, NBC president. The price is supposed to have exceeded $500,000.

WMAQ, a clear channel station, though affiliated with CBS since that network's inception in 1927, is the home of Amos 'n' Andy, "Bill" Hay and the Three Doctors, well known on the networks. For six months before joining CBS in 1927 it was affiliated with NBC. The Chicago Daily News will continue to be represented on the air through its news flashes and by "The Daily News of the Air," which features celebrities on the newspaper's staff.

New WCAU Studios to Cost $350,000

Dr. Stokowski of Philadelphia Symphony Supervising

WITH the aid of Dr. Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra, WCAU, Philadelphia, soon will begin construction of new studios which it declares will incorporate the most modern equipment known to radio science.

The station, according to an announcement by Dr. Leon Levy, president of Universal Broadcasting Company, has completed an arrangement whereby three additional floors will be erected on the Franklin Trust Building, to be fitted as the studios, at an estimated cost of $350,000. Plans for the construction are being completed by engineers of Columbia Broadcasting System and Western Electric Company, who are collaborating with WCAU engineers and architects.

In anticipation of the construction of the new studios, Dr. Stokowski has spent more than two years studying the future development of broadcasting, and it was announced that much of the acoustical work will be under his immediate supervision.

In addition to the administrative offices and studios, there will be an experimental laboratory especially constructed for Dr. Stokowski, where he will continue his studies and experiments in the transmission of music with the assistance of a radio engineer assigned exclusively to him for this particular work.

The broadcasting facilities will include seven studios of various sizes to accomodate every known type of program. According to Dr. Levy, each of these studios will be as sound proof as modern science can make it. They will be constructed with floating floors, walls on springs and suspended ceilings.

Each studio will be a "room within a room," under the plans, with partitions of double glass of two different thicknesses to prevent transmission of vibration. A special flexible acoustical treatment will enable the period of absorption and reverberation to be changed according to the size of orchestra or number of people in the room.

Arthur M. Clark, acoustical engineer, who has built studios for more than 40 stations, will be in direct charge of the installation. The plans he has devised anticipate the broadcasting of television programs, space for a television transmitter, lighting equipment and dressing rooms being provided.

Sunset Tables Revised

NEW sunset tables, revised as of June 30, 1931, have been published by the Engineering Division of the Federal Radio Commission. Sunset periods are given for every principal city in the country and for each month of the year.

N. A. B. Expects Record Attendance at Detroit

By PHILIP G. LOUCKS
Managing Director, National Association of Broadcasters

President Hoover Heads List of Prominent Speakers; Important Trade Problems Will be Considered

Philip G. Loucks

PROBLEMS of the broadcasters, in and out of the studio, will be considered at the ninth annual meeting of the National Association of Broadcasters at Detroit, on October 26, 27 and 28. Some of the topics are to be discussed by prominent speakers associated with the broadcasting industry.

Broadcasters from every state in the union will attend the convention, and indications are that attendance will break all previous records. Members and non-members alike are invited to participate in the discussions. Non-members, however, will not be admitted to the business sessions nor will they be permitted to vote in the elections or upon the numerous resolutions which will be considered.

The convention will be opened on Sunday, October 25, with a golf tournament at the Tam O'Shanter Golf Club, the winner of which will be awarded the N. A. B. golf trophy. A meeting of the board of directors will be held Sunday night, and numerous committee meetings are scheduled for Sunday afternoon and evening and Monday morning.

President Hoover will address the meeting from the White House studio at the opening session of the Convention which will begin promptly at Monday noon. The President's address will feature a half-hour broadcast which will be carried to the American public over the networks of the National Broadcasting Company and the Columbia Broadcasting System. In addition to the President's speech, Mayor Frank Murphy, of Detroit, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, and President Walter J. Damm, of the association will speak in the half-hour program.

LIST OF SPEAKERS

AMONG the speakers who will be heard during the three-day convention are Senator Wallace H. White, Jr., of Maine; General Saltzman, John Benson, president of the American Association of Advertising Agencies; Levering Tyson, director of the National Advisory Committee on Radio in Education; Bond Geddes, executive vice president of the Radio Manufacturers Association; Clyde P. Steen, director of the American Radio Association; Henry A. Bellows, chairman of the N. A. B. Legislative Committee; H. K. Carpenter, chairman of the N. A. B. Commercial Committee; and John V. L. Hogan, chairman of the N. A. B. Engineering Committee.

The annual banquet will be held on Tuesday night. Detroit radio stations, through a committee headed by Leo Fitzpatrick, have arranged entertainment featuring radio stars of national reputation.

Accomplishments of the association during the past year will be reviewed in the report of the managing director. This report will show that membership in the organization has increased nearly 60 per cent during the current year.

Much of the time of the convention will be devoted to a discussion of the perplexing commercial and legislative problems which confront the broadcasting industry. Among the subjects listed for discussion are the following: standardization of market and radio station data, cost accounting, rate maintenance, merchandising of an open time bureau or clearing house, collection and compilation of trade statistics, agency recognition, market and coverage surveys, double commissions, station representation, time brokers, music license fees contract forms, and other matters of interest to stations.

Declaration of a set of fundamental engineering rules applicable to broadcasting, television, synchronization, and antenna development are among the technical matters which will be discussed.

Legislative perils which face the industry will be treated in the report of the legislative committee, which will point out the dangers of impending legislation.

COPYRIGHT IS TOPIC

EDUCATIONAL and advertising campaigns for the entire industry will be proposed at the meeting.

A subject which is bound to receive considerable discussion is the copyright situation. The activities of the association in connection with the Vestal Copyright bill, which failed to pass in the last Congress, will be reviewed, and an effort is now being made to conclude the conferences between committees of the N. A. B. and the American Society of Composers, Authors and Publishers in time for a report at the Detroit meeting.

Among matters of minor importance to be considered are several amendments which have been proposed to the constitution and by-laws of the association.

Arrangements for the meeting are being made by E. M. Spence, Atlantic City; J. J. Storey, Worcester, Mass.; Frank M. Russell, Washington; Paul W. Morency, Hartford, Conn.; Harry C. Butcher, Washington, Leo Fitzpatrick, Detroit.

PRESIDENT WALTER J. DAMM'S MESSAGE:

"BROADCASTING in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the moneys which we have expended nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction."

Tentative Program of N. A. B. Convention
Hotel Statler, Detroit, October 26, 27 and 28

SUNDAY, OCTOBER 25
10:00 A. M.
N. A. B. Golf Tournament
Tam O'Shanter Club
1:00 P. M.
Registration opens
7:30 P. M.
Meeting, Board of Directors

MONDAY, OCTOBER 26
10:00 A. M.
Committee Meetings
12:00 P. M.
Convention opens.
(Program to be broadcast over networks of N.B.C. and C.B.S.)
Band selection
Call to order by President Damm
Address of Welcome by Mayor Murphy of Detroit
Response by William S. Hedges
Address by President of the United States by special wire from the White House
Address by Maj. Gen. Charles McK. Saltzman, Chairman, Federal Radio Commission
Address by President Damm
Band selection
12:30 P. M.
Address by Senator Wallace H. White, Jr., of Maine
Address by Maj. Gen. Charles McK. Saltzman, Chairman, Federal Radio Commission
Address by John Benson, President, American Association of Advertising Agencies
Address by Clyde P. Steen, American Radio Association

TUESDAY, OCTOBER 27
9:30 A. M.
Report of the Managing Director
Address by Bond P. Geddes, Executive Vice President, Radio Manufacturers Division
Committee Reports
Discussion
1:30 P. M.
Address by Levering Tyson, Director, National Advisory Committee on Radio in Education
Committee Reports (continued)
Discussion
6:45 P. M.
Banquet

WEDNESDAY, OCTOBER 28
9:30 A. M.
Committee Reports (continued)
Discussion
11:00 A. M.
(Closed Session)
Report of Resolutions Committee
Election of Officers
Installation of Officers
3:00 P. M.
Meeting of Board of Directors

Our Headquarters

Throughout the course of the N. A. B. convention, BROADCASTING will maintain headquarters in Room 216, Hotel Statler. Visitors are cordially invited.

XUM

Nine Stations Given Maximum Power

Six Others Get 25 kw. as Radio Commission Holds to Limitation Order in Settling Year-old Issue

ONE-HALF of the 40 clear channels have been dedicated definitely to high power by the Federal Radio Commission by virtue of its selection of nine additional stations for power increases to the 50 kw. maximum. The stations were selected from among two dozen applicants, and unless litigation prevents, they shortly will be added to the roster of the 14 stations already enjoying the 50 kw. privilege.

Along with the 50 kw. grants, which filled the vacancies for this power existing under the regulations, the Commission also authorized six other clear channel stations to increase to powers of 25 kw. The action, for the time being at least, disposes of the high power controversy that has engaged the Commission for well over a year.

The usual Commission vote on power matters was broken when the case came before it on Oct. 1. More than a score of votes were taken as the Commission sustained the second recommendations of Chief Examiner Ellis A. Yost, in all but four respects. In his original recommendations, submitted last December, Mr. Yost had urged that all 40 clear channels be permitted to accommodate 50 kw. stations.

The stations which won the 50 kw. assignments are WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; KOA, Denver; KSL, Salt Lake City, and KPO, San Francisco.

Those awarded 25 kw. are WHAM, Rochester; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa, and KFAB, Lincoln.

APPEALS ARE LIKELY

THE grants will become effective when the Commission publishes the statements of facts and grounds for decision in each case. At that time those applicants who believe they are aggrieved may have recourse to the Court of Appeals of the District of Columbia. Such appeals are permissible, under the law, within 20 days after the final formal action by the Commission.

Litigation is expected. Station WTMJ, Milwaukee, whose application for 870 kilocycles, occupied jointly by WLS and WENR, Chicago, and for 50 kw., was denied, virtually has committed itself to appeal. Several other applicants indicated similar courses of action during the hearings last fall. It is improbable that the statements of facts and grounds for decision will be available before Nov. 1, and no appeals may be noted until they are published.

Should other appeals be taken, they likely will challenge the validity of General Order 42, as amended, to which the Commission adhered in making its decisions. It is not expected that there will be an appeal that will hold up the entire allocation.

The Commission began consideration of the high power issue on Oct. 1 in accordance with a resolution it had adopted last July. Commissioner Ira E. Robinson, who openly opposes high power, first moved that consideration for the applications for power of 50 kw. be indefinitely postponed. The motion was lost. Commissioner Harold A. Lafount then proposed that General Order 42, as amended, be rescinded, and this motion also lost. The surprise came when Commissioner Robinson voted with Mr. Lafount.

A third proposal, offered by Vice Chairman E. O. Sykes, that Examiner Yost's recommendations for grants of 25 kw. to all unsuccessful applicants for 50 kw. be denied, was lost with Saltzman and Sykes dissenting.

MINUTES OF MEETING

The minutes adopted by the Commission covering the tentative high power grants follow:

First zone—Stations WHAM, WBZ, WOR and WJZ. The Commission reversed the examiner in his recommendation that WJZ be granted power of 50 kw. The Commission granted the application of WOR for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman, Starbuck, commissioners, voted to grant the application of WHAM.

Second zone—Stations WCAU and WHAS. The Commission sustained the examiner and granted the application of WCAU for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman and Starbuck, commissioners, voted to grant the application of WHAS.

Third zone—Stations WAPI, WBT, WSM, WSB, KVOO and WREC-WOAN. The Commission sustained the examiner and granted the applications of WSM and WSB for construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Robinson, commissioner, voted to grant the application of WBT in preference to WSM. The Commission denied the application of WREC, which sought the facilities of WSM.

Fourth zone—Stations WBBM-WJBT, WCCO, WGN-WLIB, WMAQ, WHO-WOC, WCFL and WTMJ. The Commission sustained the examiner and granted the application of WCCO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. The Commission reversed the examiner in his recommendation to grant WGN's application and granted the application of WHO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Starbuck, commissioner, voted to grant WCFL authority to operate with power of 50 kw. on 970 kilocycles experimentally. The Commission denied the application of WCFL, which sought the facilities of WGN. The Commission denied the application of WTMJ, which sought the facilities of WLS and WENR. In Docket 691 (WOWO) and 692 (WFBM) the Commission denied the applications (for 50 kw.).

Fifth zone—Stations KGO, KOA, KPO and KSL. The Commission sustained the examiner and granted the applications of KOA and KPO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Starbuck, commissioner, voted to grant the application of KGO in preference to the application of KPO.

Station KNX having been defaulted (minutes, May 15, 1913) in their construction permit to build a 50 kw. station, created a third vacancy. The Commission filled this vacancy by granting the application of KSL for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power.

COMMISSIONERS' MOTIONS

In Docket 906, Examiners Report No. 42, Station KFAB, the Commission granted the application in part. The Commission granted KFAB authority to construct a radio station with power of 25 kw. and to divide time with WBBM as at present, Saltzman and Sykes, commissioners, dissenting.

Opinions are required in all the above cases.

Commissioner Starbuck moved that WHAM be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, voted no.

Commissioner Lafount moved that WBZ be granted power of 25 kw. The motion was lost.

Commissioner Lafount moved that WHAS be granted power of 25 kw. The motion carried. Saltzman and Skyes, commissioners, dissented.

Commissioner Robinson moved that WBT be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, voted no.

Commissioner Lafount moved that WAPI and KVOO, sharing time, each be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, dissented.

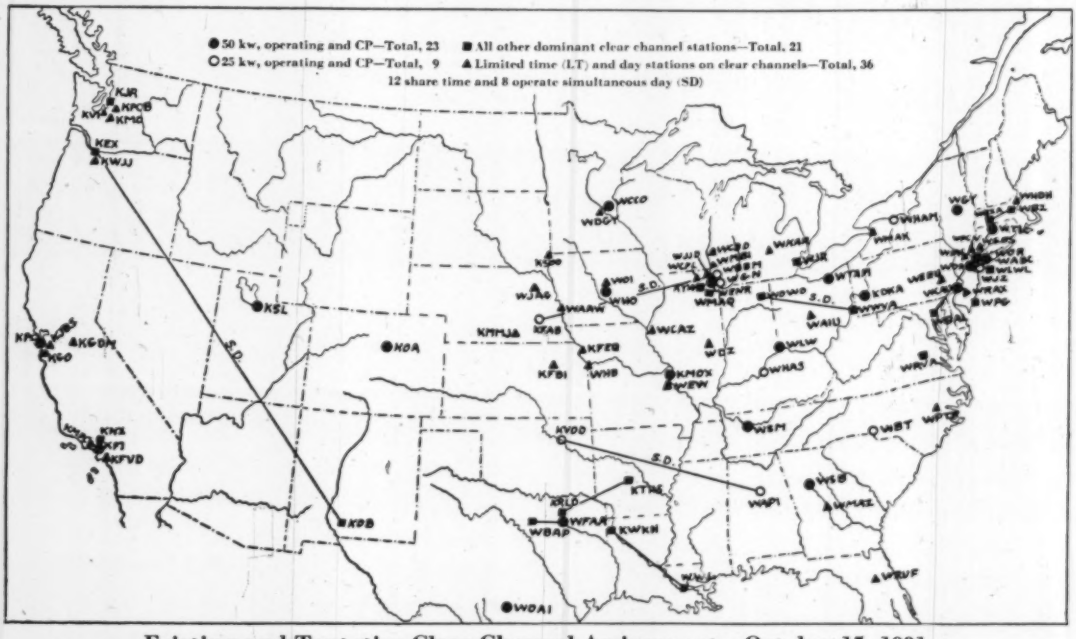
Commissioner Starbuck moved that WCFL be granted power of 25 kw. experimentally. The motion was lost. Robinson and Starbuck, commissioners, for it.

Commissioner Starbuck moved that KGO be granted power of 25 kw. The motion was lost.

The high power action culminates more than a year of controversy within the Commission. In September, 1930, hearings were begun before Mr. Yost that lasted over a five-week period. The testimony presented was overwhelmingly in favor of maximum power on all 40 clear channels, and the applicant stations were unanimous in their demand that the Commission rescind General Order 42, as amended, and thereby avoid discrimination. Legal arguments were advanced also that this regulation is discriminatory and therefore invalid.

Testimony adduced during the lengthy hearings was to the effect that to install a 50 kw. transmitter entailed an outlay of approximately $250,000 for equipment alone. Since there is no standard 25 kw. apparatus, a 50 kw. unit must be employed for stations of this output, unless composite plants are used.

Already on the air with the maximum power of 50 kw. are stations WEAF, WGY, WTIC and WABC, in the first zone; KDKA, WLW and WTAM, in the second; WBAP-WFAA and WOAI, in the third; WENR-WLS and KMOX in the fourth, and KFI in the fifth. In addition, Station WJZ uses 30 kw., while stations WGN and WBBM are licensed for 25 kw. The remainder of the clear channel stations are using from 5 kw. to 10 kw.


● 50 kw., operating and CP—Total, 23
○ 25 kw., operating and CP—Total, 9
■ All other dominant clear channel stations—Total, 21
▲ Limited time (LT) and day stations on clear channels—Total, 36
12 share time and 8 operate simultaneous day (SD)
KJR
KFOA
KFPY
KEX
KWJJ
KFI
KGO
KPO
KSL
KOA
KDB
WCCO
WDGY
KSO
WJR
WCFL
WGN
WMAQ
WHO
WJAG
WLS
KTNT
WHAM
WBZ
WBZA
WGY
WTIC
WRC
WMAL
WTAM
WLW
WSAI
KDKA
WWVA
WCAE
WJAS
KMPJ
KFAB
WBBM
WCAZ
KFKB
KFBI
WHB
KMOX
KWEW
WOC
WHAS
WSM
KVOO
KTHS
WBT
WBTM
WSB
WFAA
WBAP
KWKH
WAPI
WOAI
WREC
WMBD
WDZ
WEBH
WIBO
WJJD
WLS
WENR
WMBI
WCBD
WIBW
WJBC
WKBH
WKBB
WJBL
WMBF
WOWO
WGBF
WOWO
WFBM
WKBV
WIRE
WLBZ
WMBC
WDAF
WREN
WHAD
WMBH
WDAY
WCAU
WFIL
WRAX
WIP
WPG
WDAS
WLIT
WPEN
WRVA
WCAO
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WCBM
WMAR
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WSYR
WGR
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WWSW

Danger Signals Ahead of the Broadcasters

By HENRY ADAMS BELLOWS
Vice-President, Columbia Broadcasting System

Wave Grabbing, State Legislation, Legal Tyranny, Dubious Commercial Practices Seen Menaces to Radio's Advance

WHAT dangers lie in the immediate path of American broadcasting, and how serious are they? We'll leave out such general industrial dangers as the economic depression—nobody can tell what may happen in these dubious times. Radio broadcasting seems as nearly immune from the immediate effects of depression as any industry can be, because the very conditions which have adversely affected the older advertising media have tended to turn business toward the broadcasting stations.

The past few years have given so impressive a demonstration of what broadcasting can do for its advertising clients that the industry's immediate business future seems relatively stable. It goes into the autumn with more contracts on the books than ever before at this time of year. On the whole, its clients are well satisfied, and from the standpoint of gross income the industry seems able to face the prospects of another long and cold winter without alarm.

Danger No. 1 lurks in Washington, in the form of Congressional encroachment on the functions of the Federal Radio Commission. This danger ranks first, not only in seriousness but in imminence. As soon as Congress meets in December, attempts will be made to force the enactment of legislation depriving the Radio Commission of some part of its power to make allocations.

The question at issue is not whether a particular group, a branch of the government or a special interest is entitled to broadcasting facilities. That is essentially a minor matter. The real question is whether Congress shall take back part or all of the authority which it conferred on the Radio Commission by the Radio Act of 1927.

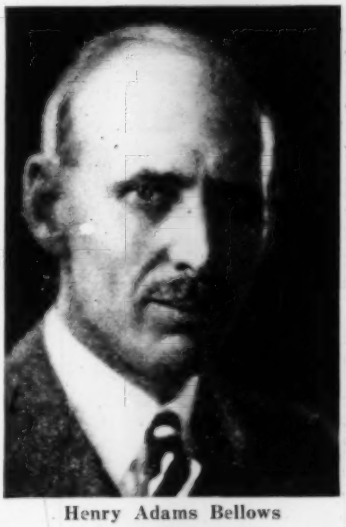
POLITICS MEANS CHAOS

ONCE let Congress undertake the allocation of broadcasting facilities by special legislation regarding even a single frequency, and chaos is in sight. The Radio Commission may or may not have done a good job, but at any rate it has worked in an orderly fashion and according to definite, if not necessarily sound, engineering principles.

Congress knows nothing about radio engineering, and cares less. No orderly scheme of radio development is conceivable if radio facilities are to be parceled out as political prizes by special legislation. The entire broadcasting structure of America will be shaken, and may very possibly collapse, if Congress, by enacting any measure regarding the specific allocation of broadcasting facilities, undoes its own handiwork of nearly five years ago.

This is Danger No. 1. How acute it is can be realized by any one who remembers that on February 17, 1931, the bill carrying the Glenn Amendment, allocating one clear channel each to "labor, agriculture and education," passed the Senate without a dissenting vote. The first session of the 72d Congress will see the introduction of anywhere from 20 to 50 bills, the ultimate effect of all of which will be to put Congress into the business of making radio allocations.

Danger No. 2 lies in the probability of ill-advised and mis-directed action by state legislatures. We have already seen instances of this, most of them luckily abortive. It is exceedingly hard to keep track of the legislative activities of 48 states, and in many of them the local politicians are itching to get some measure of control over broadcasting. In most cases the sponsors of state legislation affecting radio have not the slightest conception of the character and effect of their own bills. While it is true that most legislation of this type could probably be defeated in the courts, the battle would be a long and costly one. It is a danger regarding which the traditional ounce of prevention is invaluable.



Henry Adams Bellows

AS ONE of the original members of the Federal Radio Commission, and subsequently as chairman of the legislative committee of the National Association of Broadcasters, Mr. Bellows was the logical person of whom to ask this question: "What do you regard as the chief dangers ahead for broadcasting?" Here is his answer.

COSTLY LITIGATION

DANGER No. 3 has become so solidly established that there seems to be not much to do about it. It is the result of the virtual abdication of the Federal Radio Commission in favor of the Court of Appeals. The Radio Act, in establishing the right of appeal, certainly did not intend that the licensing authority should hand over its power of decision in all important cases to the courts, but this is approximately what has happened. A hearing before the Commission is now generally regarded simply as a preliminary to an appeal, provided the applicant can pay the cost.

There is no telling what the total burden of legal expenses laid on the broadcasting industry by the Commission is going to be during the next year or two, but unquestionably it will at least equal the total amount spent in the improvement of transmitting equipment. A good Washington lawyer has become more important to every broadcasting station than a good chief engineer. This is lamentable, and probably it could have been avoided, but already the situation has solidified to a point where no immediate remedy is apparent.

Danger No. 4 has no relation to legislation, and lies wholly within the industry. The past year or two have seen some improvement in the commercial practices of broadcasting stations, but in many cases they are still pretty bad. Rate cutting is not uncommon, and shrewd buyers of radio time regard the structure of published rates and discounts as providing simply a basis for horse-trading. The chains and the leading stations are doing their utmost to set a good example, but the faith of advertisers in the value of radio time is constantly being shaken by unscrupulous efforts to get business at the price of almost any concession.

The broadcasters urgently need to clean their own house in this matter of business practices. Rates and discounts, as published, must be adhered to, special concessions must be eliminated, and every broadcaster must recognize his responsibility in maintaining the general business standards of the industry by which he makes his living.

Danger No. 5 is first cousin to Danger No. 4. It is the readiness of many stations to accept advertising which, for one reason or another, destroys public confidence or lessens public interest. The broadcaster, operating solely by virtue of a license from the people, has a public obligation far greater than that which applies to a newspaper. If he does not live up to this obligation, and purge his schedule of all commercial programs or announcements which are offensive to reasonable people, he is going to find that the paternal hand of the government will be applied to him, and it will not be a kindly pat on the head, either.

COPYRIGHTS AND QUOTA

THERE are plenty of other goblins lurking in dark corners, but they do not at present seem likely to assume the proportions of major perils. Last winter the broadcasters were narrowly saved from a catastrophe as the result of certain features of the Vestal copyright bill, and this danger is bound to re-appear in the 72d Congress.

(Continued on page 28)

XUM

WABC Half-Wave Antenna Promising

Advance in Transmission Technique Is Indicated; Cohan Optimistic After Full Month's Operation

Edwin K. Cohan

THE COLUMBIA Broadcasting System's new vertical half-wave antenna has been doing full time work for Station WABC, its New York key, for more than a month, with results that already indicate a decided advance in broadcast transmission technique.

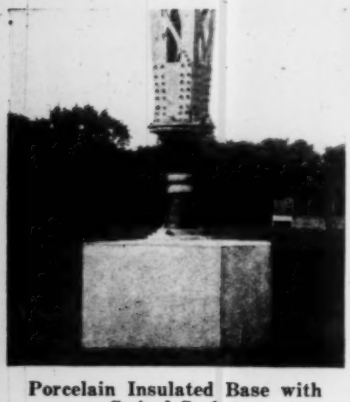
Designed to suppress the high-angle sky wave and emphasize the punch-producing ground signal, this single tower radiator ties into WABC's new 50-kilowatt Western Electric transmitter—regarded in many quarters as the most modern plant in operation today. The entire station unit represents an outlay of about $500,000.

While much has been written about the theoretical advantages of half-wave antennas in reducing sky-wave distortion, the WABC operations hardly have progressed to the point where it is possible to say precisely what benefits are accomplished, according to Edwin K. Cohan, director of technical operations of CBS.

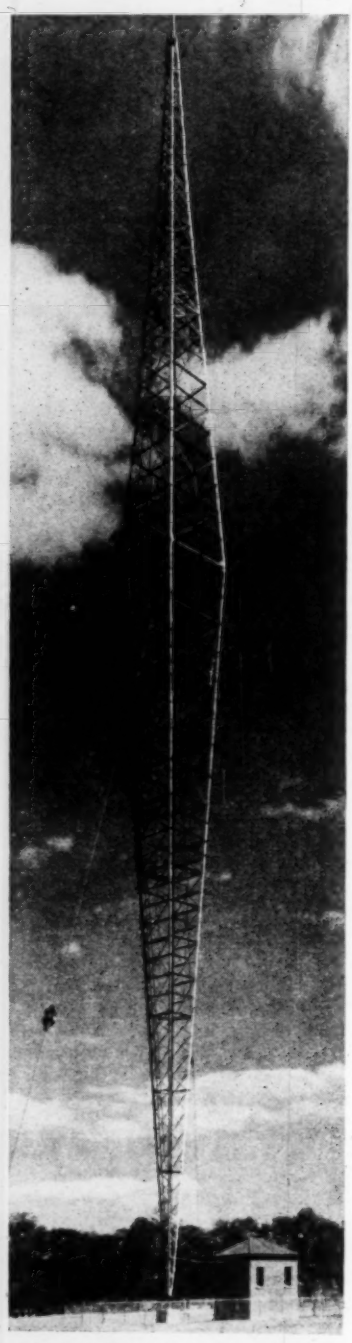
"Any statement now as to what we have accomplished through use of the vertical half-wave antenna would be premature," said he. "The results to date, however, have far surpassed our expectations, and we feel that as we learn more about the characteristics of this new departure in radio engineering, the results will be even better."

Mr. Cohan, who personally supervised the installation and testing of the new plant, is confident that it will improve operating efficiency. Performance curves worked out in the laboratory, however, are not entirely consistent with the results thus far attained in actual operation. Mr. Cohan says he will be able to tell the full story of the new vertical radiator as soon as sufficient technical data, based on longer practical operating experience, is at hand.

Since September 8, WABC has been on the air with its new apparatus during regular program hours. For the month immediately preceding, it tested the apparatus during early morning hours.



Porcelain Insulated Base with Swivel Socket



665-foot Mast of the New WABC

ANTENNA COSTS $100,000

TO DEVELOP and erect for WABC the sky-wave-suppressing antenna alone, CBS has expended more than $100,000. At hearings before the Commission CBS engineers testified that with the new antenna they hoped to render a more widespread service to a larger audience. This, they said, was on the theory that the sky-wave produced by the conventional type antenna is responsible to a large degree for fading, and is subject to other elemental interferences. By emphasizing the ground-wave and diminishing the sky signal, it is believed that the dependable service area of the particular station can be enlarged appreciably.

Towering to a total height of 665 feet, the vertical half-wave antenna is a lattice-work steel structure with an overall weight of 680,000 pounds. So far as is known, it is the tallest broadcast aerial in the world. The whole structure rests in a porcelain swivel socket, on a massive scale somewhat like that used for the ordinary desk fountain pen set.

The tower was developed by CBS in collaboration with Bell Laboratories, and the Blaw-Knox International Corporation, steel craftsmen. It is 18 inches in diameter at the base, gradually increasing in diameter to 27 feet at the 280-foot level, and then tapering off to a point at the 665-foot extremity.

The insulator was described by Mr. Cohan as a ball and socket arrangement to permit the tower to sway. Four stout fully-tensioned cables guy the structure.

"FLOATING" STATION

LOCATED in Wayne Township, near Passaic, N. J., the station is exactly 20 miles from Times Square, New York City. The property is 1,000 feet from the Pompton River, which overflows its banks every Spring, and therein lies an engineering tale of woe.

The transmitter building, like a popular brand of soap, actually floats, Mr. Cohan avers. The river bed usually is found at a depth of six feet below the surface of the soil. Moreover, a quicksand condition was encountered. To overcome this, the contractors ingeniously contrived the idea of a floating mat, upon which the structure rests.

To cope with the periodic floods of the Pompton, the entire plant is watertight. Mr. Cohan explained that the river can overflow to the highest water mark recorded in the past fifty years without disrupting operations. The building is inside watertight housing, and the river can rise six feet without disturbing it. Similarly the power house substation and the antenna base are adequately protected. The only redeeming feature of this peculiar topography, according to Mr. Cohan, is the known technical fact that water and moist soil help propagation of waves.

Concerning the 50-kilowatt transmitter itself, Mr. Cohan said it is the last word in such apparatus. The speech imput equipment includes the new type Western Electric amplifiers. For "B" supply the transmitter uses mercury vapor rectified AC. The bare purchase cost of the equipment was $180,000. The power bill will run about $25,000 per year.

A staff of 15, which includes ten operators, is maintained at the transmitter. The quarters are modern to the 'nth degree, with electricity doing the work from toaster to transmitter.

Porter is Promoted to Spearman's Post

EFFECTIVE Nov. 1, George B. Porter, of Des Moines, Ia., becomes an assistant general counsel of the Federal Radio Commission, succeeding Paul D. P. Spearman, of Jackson, Miss., who resigned on Sept. 10 to become a partner in the Washington law firm of Littlepage, Littlepage and Spearman.

Mr. Porter, the son of Commissioner Claud R. Porter of the Interstate Commerce Commision, only last February was appointed to the Commission's legal staff as a junior attorney. He came to the Commission from the I. C. C., where he served in its legal division.

Thirty-one years of age, Mr. Porter was born in Centerville, Ia., and was educated in the grade and high schools of that town. After graduating from the State University of Iowa in 1923, he came to Washington and studied law at George Washington University Law School, and obtained his degree three years later. From 1923 to 1927 he was employed by the Chesapeake & Potomac Telephone Company in Washington, but he returned to Des Moines in 1929 to practice law. He was appointed to the I. C. C. during the same year, and held that position until he went to the Radio Commission eight months ago.

Best Voice Over Radio To be Named this Month

FROM the ranks of the broadcast announcers the American Academy of Arts and Letters this month will select the announcer it regards as having "the best voice on the air." The academy has designated the final week in October as Good Diction Week, announcing that the yearly competition for its diction medal would extend into that week and asking all station announcers to set forth their best efforts during that period.

According to Hamlin Garland, the author, who is chairman of the Academy's diction committee, observations are being taken of as many stations as possible. The academy does not intend to limit its choices to network announcers although the previous winners, Milton J. Cross and Alwyn W. Bach, are both NBC announcers.

The award is made annually in the interest of improving diction on the air. The academy, a 25-year-old institution interested in promoting high standards in arts and letters, also awards a gold medal annually for distinction in those fields. Its radio committee consists of Mr. Garland, Prof. George Pierce Baker, director of the Yale drama school; Dr. John H. Finley, associate editor of the New York Times; Prof. Irving Babbitt, of Harvard, and Augustus Thomas, the playwright.

XUM

Radio Tieup for Good Will Found Effective

By W. G. HILDEBRANT
President, Gotham Advertising Company

Jack Frost Program Changed Style of Continuity to Call Attention to its Advertising in the Newspapers

AN INTERESTING new departure in radio advertising technique, in which extended announcements and shop talk are virtually eliminated, was recently inaugurated in the Jack Frost Melody Moments programs. What impelled the company to change is here narrated by the head of the agency handling the account.

W. G. Hildebrant

IT SEEMS to be the fashion in certain broadcasting circles to say that there would be no serious problem of commercial credits in programs if the sponsors were not so bent on getting all they possibly can out of each and every program. I think of this in connection with the request from the editor of BROADCASTING, asking me to write an article about the new style of the commercial announcement in the programs of the Jack Frost Sugar Melody Moments.

The sponsors of this program, the National Sugar Refining Company of New Jersey, makers of the Jack Frost line of package sugars, would certainly be an exception to the fashion, if there were such a fashion. When we first suggested the new style of commercial credits, they embraced it so completely and so wholeheartedly that I began to wonder whether much of the objectionable radio advertising that has been going on these last few years was not due more to the radio people themselves in their desire to please a customer than to the sponsors in their desire to please themselves.

From the beginning of the Jack Frost radio program, it was never offensive in its content of advertising matter. I do not think there exists any network program similar to the Jack Frost program which had as little commercial credit in it as our program did the first two years. But it is often possible to improve even on a good thing, and that is why we started what we did on September 2 when we practically eliminated the entire commercial credit.

AD APPEAL THERE

NOW it stands to reason that the sponsors of this program are not spending thousands of dollars every week in an altruistic enterprise. Neither are they doing it for the sake of art. The entire purpose on which this program rests is to aid the sales of the product made and merchandised by the corporate entity behind Jack Frost Sugar. There simply came up the question whether the program could be made even more attractive to its listeners and more resultful to the merchants who are patronized by those listeners. It was decided affirmatively and the method chosen was practically to eliminate the commercial advertising.

In so doing there was no thought of soft-pedaling the advertising. On the contrary, we intended to make the advertising more emphatic, and we did this by drawing a closer link between the newspaper advertising campaign and the radio than had heretofore existed. In the first two years that Jack Frost Sugar was on the air, the newspaper campaign and the radio program were mainly independent of each other. Now we have made them inter-dependent. We place most of the responsibility on the newspaper campaign advertising, where it belongs, and we use the radio to make this newspaper advertising fully productive.

We frankly tell our listeners each Wednesday evening that we want only their good will, and that if they are interested in the products of the sponsor, they can find complete details about these products in the advertisements in their home newspapers or at their grocer. This accomplishes a threefold purpose; we are sure of the good will of the listeners because we know we have a marvelous musical program and we allow no extraneous note to spoil the spell of that program; the reminder about our newspaper advertising focuses an enormous amount of attention upon it that it would otherwise not get; and finally, the mention of the grocer brings the thoughts of the listener to an immediate point of contact with the

(*Continued on page 32*)

How Jack Frost Program Changed Style

NEW TYPE CONTINUITY

1. THEME.

HAVRILLA (Announcer)—The National Sugar Refining Company of New Jersey presents the Jack Frost Sugar Melody Moments. Eugene Ormandy conducts the orchestra with Oliver Smith, tenor, and Steffy Goldner, world-famed harpist. We open our program with some of the tunes that made "Oh Kay," the hit of shows on Broadway a few years ago. Oliver Smith will sing for us the most famous of that bright array of Gershwin songs. It was called "Maybe."

2. SELECTIONS FROM "OH KAY".....Gershwin
Orchestra and Vocal Solo: "Maybe"

Haendel's ever popular "Largo" is usually heard as an instrumental composition. Oliver Smith, however, gives it a new beauty as he sings the tenor air which was first introduced in the opera "Xerxes."

3. LARGO.....Haendel
Oliver Smith

The Jack Frost orchestra plays one of the most beautiful and best-known works of Tschaikowsky, famed Russian composer. It is the lilting "Sleeping Beauty Waltz."

4. SLEEPING BEAUTY WALTZ.....Tschaikowsky
Orchestra

Few harpists have won such fame as Steffy Goldner, artist extraordinary. Miss Goldner for several years has been associated with the finest symphonic groups in America and Europe, in addition to her concert work. As guest artist on the Jack Frost program she will play Rubinstein's lovely "Melody in F."

5. MELODY IN F.....Rubinstein
Harp Solo: Steffy Goldner
Orchestra

(THEME).

Announcer—You are the guests of the National Sugar Refining Company of New Jersey, makers of Jack Frost Packaged Sugars. Because we feel that we *are* your hosts we are not going to talk shop. You will be more interested in the advertising story of Jack Frost Packaged Sugar as it appears regularly in the newspapers or as your grocer will gladly tell it to you, than if we told it at length here.

It is a real story for all who are interested in home making. (Station break).

We continue the program with the orchestra playing a fast-moving number from "Shoot the Works." It's not a mammy song and it doesn't thank anyone's father. It simply asks "How's Your Uncle."

6. HOW'S YOUR UNCLE from "SHOOT THE WORKS".....Fields
Orchestra

Next the Jack Frost orchestra will play "The Sunshine of Your Smile." This delightful jewel of another day is given a new beauty by the special string orchestration which was arranged by Eugene Ormandy, conductor of the Jack Frost Orchestra.

7. SUNSHINE OF YOUR SMILE.....Ray
Orchestra

Again we hear from Oliver Smith, the Jack Frost tenor. This time he sings "Lady of Spain."

8. LADY OF SPAIN.....Evans
Oliver Smith

Noel Coward has become the symbol of excellence in many things, but in looking back over his fullsome career, it would be hard to miss the success of his popular musical play, "This Year of Grace." The Jack Frost Orchestra plays selections from this bright production.

9. SELECTIONS FROM "THIS YEAR OF GRACE".....Coward
Orchestra

So ends another program of Jack Frost Sugar Melody Moments. We hope you enjoyed it and will be with us next Wednesday evening at this time.

This is Alois Havrilla announcing for Jack Frost, the 100% Pure Cane Sugar—the Quality Sugar of America. Good-night!

OLD TYPE CONTINUITY

1. THEME.

HAVRILLA (Announcer)—Good evening, ladies and gentlemen. As August fades away and we anticipate the coming of September, we usher in another program of cheerful music, an assortment of Jack Frost Sugar Melody Moments, sponsored by the National Sugar Refining Company of New Jersey, makers of Jack Frost Packaged Sugars. Tonight we open our program with music by that master musician and composer, Victor Herbert. Let us turn back the pages of time to 1905 and the first performance of the season's most popular operetta, "Mlle. Modiste." We hear selections from this Victor Herbert gem played by Eugene Ormandy and the Jack Frost orchestra. The tenor solo, "The Time, The Place and the Girl," will be sung by Oliver Smith.

2. SELECTIONS FROM "MLLE. MODISTE" (VOCAL: "THE TIME, THE PLACE AND THE GIRL" . . . tenor).
Orchestra.....Herbert

Oliver Smith picks this late summer evening to reflect on the beauties of another land. As he sings "That's How I Spell Ireland."

3. THAT'S HOW I SPELL IRELAND.....McConnell
Oliver Smith

And now the Jack Frost Orchestra catches the continental

(*Continued on page 33*)

XUM

Power of I.C.C. to Rule on Rates For Broadcasting to be Tested

New York Company Raises Issue in NBC Case; Eastman Holds Body Lacks Authority

THE POWER of the Interstate Commerce Commission to regulate advertising rates of broadcasting stations and to evaluate broadcasting properties as the basis for such rates will be tested before that agency in a pending case against the National Broadcasting Company and Station WGBB, of Freeport, N. Y. The complaint was filed by the Sta-Shine Products Co., Inc., New York City.

Although the I. C. C. holds that under the Interstate Commerce Act it has the authority to regulate rates of broadcasting stations, it is the first time since the advent of broadcasting that such a complaint has been filed. The case has been docketed (No. 24738) and a hearing will be held probably in December.

In docketing the case the Commission automatically assumed jurisdiction. It is expected, naturally, that its jurisdiction to regulate broadcasting will be challenged by the defendants, and this matter will likely be decided before an examiner considers the complaint. Whether or not the Commission has such jurisdiction is a debatable question even within the body itself. Commissioner Joseph B. Eastman already has expressed the view that the Commission is not empowered to regulate broadcasting in any fashion.

The Sta-Shine Company is described in the complaint as engaged in the sale and distribution of a fine liquid polish for furniture, automobiles, and other articles. It alleges that it has used the facilities of Station WGBB as program transmission, and that it desired and still desires to "send messages" via the NBC, but the "rates and charges demanded by defendant are too exorbitant." NBC, according to the complaint, asks $146.48 for 15 minutes time on one station and $1480.49 for chain transmission. Moreover, it is charged that NBC "has failed to furnish facilities."

CASE TOO FAR-REACHING

THE case is considered of vast potential importance to the broadcasting industry. It proposes to go into the rate structure of the industry in the same manner that railroads and other common carriers are regulated as to rates and evaluation. Because broadcasting is physically limited as to capacity and because a broadcasting station's main asset is the facility entrusted to it under franchise from the government, the case is beset with many complications not covered by the existing Interstate Commerce Act. The Federal Radio Commission, under the Radio Act, is not empowered to regulate rates.

Section 1 of the Interstate Commerce Act, which is cited by the complainant as the basis for its action, declares that the provisions of the act shall apply to common carriers engaged in the transmission of intelligence by wire and wireless in interstate commerce as well as to the generally recognized common carriers. Broadcasting has never been held a common carrier it is pointed out, and the question arises as to whether the term "transmission of intelligence" is applicable to broadcasting. Wire or wireless messages delivered from one individual to another unquestionably fall within the scope of this provision, but in broadcasting the "message," which is a program, is from an individual to all those who may tune in with their sets.

Another cardinal point cited is that under the interstate commerce act the common carrier proviso has only to do with contractual relationships between a particular producer of service and the public, in which service is provided for a fixed consideration. In broadcasting, the contractual arrangement is between the broadcaster and the sponsor, with the service given to the public gratis.

The Sta-Shine Company alleges that the rates, charges, rules, regulations and practices enforced by the defendants are unjust and unreasonable, and in violation of Section 1. The complaint further charges that the practices of the defendants are "unlawfully discriminatory, because all persons are not accorded similar treatment," all to the great damage of the complainant.

(*Continued to Page* 30)

Permanent Exhibit Planned in Capital

PLANS are being completed by the National Radio Equipment Exhibitors for a permanent "Show Window" exhibit of latest radio and sound apparatus for the benefit of broadcasters and others identified with the industry who visit Washington on official business, according to Carl H. Butman, former secretary of the Federal Radio Commission, who heads the project.

Located in the National Press Building, which also houses the Radio Commission, the "Show Window" will be the only place in the United States where a broadcaster may inspect at one time transmitters manufactured by different firms, Mr. Butman said. This is also true of various accessories, such as microphones, speech equipment, turntables, controls, panels and component parts, including condensers, transformers, tubes and the like. The managers, he declared, "will undertake to give thorough but impartial exposition and demonstration of each individual display."

Mr. Butman explained that the exhibition management in no wise will be a sales organization. Representatives of the manufacturers may be present, however, to confer with the visiting broadcasters and with those interested in sound and public-address equipment.

Radio Advisor Named

RADIO'S first "official advisor" to a governor was appointed by Gov. Joseph B. Ely, of Massachusetts, when he placed George A. Harder, in charge of program and editorial features for the New England Westinghouse stations, on his staff as expert on all radio matters. Mr. Harder will continue his connections with WBZ-WBZA, Boston - Springfield. Gov. Ely is one of the original "radio governors," having a microphone in his executive chambers as have the governors of New York and Pennsylvania.

Hearst Buys WBGS PlansImprovement

Deal Revealed by Application; May Also Take Over WCAE

PURCHASE of WGBS, New York City, by William Randolph Hearst, the publisher, was disclosed on October 10 when General Broadcasting System, Inc., owner of WGBS, applied to the Radio Commission for a voluntary assignment of license to American Radio News Corp., Hearst radio subsidiary. The purchase was next day confirmed by Joseph V. Connolly, general manager of the Hearst subsidiary.

This will be the first newspaper-owned radio station in the metropolitan area. It is the second station owned outright by Hearst, the other being WISN, Milwaukee. Hearst also operates KYW, Chicago Westinghouse station, under lease. He is also expected shortly to take over WCAE, Pittsburgh.

Purchase was made by acquiring the stock of Daily Paskman, J. W. Loeb, and Fred Gimbel at an unnamed price. About $100,000 will be spent immediately to improve the station, which operates 500 w. on the 1180 kc. channel until Pacific sunset. Call letters may be changed to WINS, representing International News Service, the Hearst press association.

The expansion program will include an entirely new transmitting station being planned by William G. H. Finch, chief engineer of the American Radio News Corporation and inventor of the long-wave radio-typewriter system being developed under Hearst auspices for news distribution. The new manager will be Clark Kinnaird, who announced that features and writers of Hearst's King Features Syndicate will be drawn on for programs.

Wrigley On Air Nov. 2

WILLIAM WRIGLEY, Jr. Company, Chicago, chewing gum manufacturer, has signed a contract for a coast-to-coast CBS network, using the 7 to 7:15 p. m., E. S. T., period five nights a week. The program starts November 2, but the feature was not announced up to the time of going to press. It involves more than $1,000,000 time charges.

Networks Seeking Modification of Call Letter Rule

15-Minute Stops Interrupt Dramas, Commission Told

BECAUSE of the growing number of dramatic skits on the air and the marked trend toward 15-minute programs, both the National Broadcasting Company and Columbia Broadcasting System have petitioned the Federal Radio Commission to modify its existing call-letter regulation, requiring station announcements every 15 minutes, except for extraordinary occasions.

The Commission has indicated it will consider modification of this order, General Order No. 8, in connection with the codification of its General Orders, to be published in the form of rules and regulations in the near future. The order was adopted four years ago, and has been the source of considerable complaint from broadcasters, who contend that it is not abreast of program development, and therefore is not in the best interests of the public.

Letters formally suggesting amendment of the regulation have been sent to the Commission by Frank M. Russell, NBC vice president in charge of its Washington offices, and Harry C. Butcher, director of the CBS Washington office.

Both network officials called the Commission's attention to the increased number of dramatic presentations and pointed out that station breaks required by the order almost invariably interrupt some tense situation. Similarly, they emphasized that there is a definite trend toward programs of shorter duration, notably of 15 minutes.

General Order 8, as now written, provides that 15-minute announcements shall be waived only "when such announcements would interrupt a single consecutive speech or musical number, and in such cases the announcement of the call letters and location shall be made at the beginning and end of such number."

WGN Joins CBS Net

Effective Nov. 1, WGN, of Chicago Tribune, will be added to the CBS network, leaving its present affiliation with NBC. Decision of Tribune officials to join Columbia follows the recent acquisition of half interest in WMAQ, of the Chicago Daily News, by NBC, effective also Nov. 1. Details of the arrangement whereby the Tribune station joins CBS have not been announced beyond the statement by Columbia officials that it is "for a considerable portion" of WGN's time. The Tribune station operates with 25 kw. on 720 kilocycles.

Average Man Key to Education Program

By LEVERING TYSON

Director, National Advisory Council on Radio in Education

Recognizing Unavoidable Limitations of Radio, Educator Sees Need of Rational Approach to its Problems

Levering Tyson

IF THE destiny which rules us all had decreed that there should be no limit to the broadcast band; if there were in existence a given number of broadcasting stations owned and operated by educational institutions under adequate financial auspices; if it could be determined what the American public would listen to of an educational character; if it were known what type of educator could attract and hold a listening audience; if individuals capable of attracting and holding a listening public were available in appreciable numbers for broadcasting educational programs; if the subjects that would periodically and regularly intrigue a section of the listening public sufficiently large to guarantee a qualified speaker an audience could be discovered; if a definition of "educational broadcasting" could be agreed upon, particularly among educators, in short, if the millenium were here, there would be no "problem" of educational broadcasting.

But the air is limited. It is almost impossible to chase a satisfactory definition of "education" into a corner, let alone a satisfactory definition of "educational broadcasting." There are very few educational stations adequately financed—and broadcasting is, if anything, expensive. No scientific method of measuring listener reaction to radio programs has as yet been devised, so that no one can state with any degree of confidence just what the American people will listen to. It is true we are beginning to know what they will not listen to, but negative information in this connection does not carry with it enough weight of authority to argue one way or the other in so far as educational programs as a class are concerned.

NEEDS BEST MINDS

Furthermore, educators as a class have not yet fallen for radio. Plenty of them have gone on the air. But what is needed more than anything else is for the Hutchinses and the Lowells and the Deweys and the Butlers and the Sprouls and the McVeys and the Chases to give some of their time and thought to this radio problem. Because every man who has reached the prominence in the educational field enjoyed by those mentioned above is so busy with the conduct of the educational business ordinarily at his hand, it is hardly likely that he will turn aside from what he is doing and willingly break into the complicated radio problem.

Furthermore, the educational world itself is in a state of change. Practices which have survived for many generations are being questioned. Theories that have withstood the onslaughts of reformers for decades are no longer tenable. In the elementary as well as in the college field administrators are growing introspective and examining and re-examining their procedure in order to discover what demands the civilization of the twentieth century is making upon the youth of the land who are going to school, college and university. Is it any wonder the "best minds" in the educational world are busy with their "own affairs"?

But isn't it a great pity, nay almost a calamity, that at the very time when the services of such as these would be of greatest use in solving the intricate problems which surround this question of what radio can do for education, there are so many other complications in the educational field as we have known it up to this time?

"EDUCATION" IS HANDICAP

ONE of the biggest handicaps in reaching an effective solution is the word "education" itself. The ordinary American citizen has a passion for self-betterment. The success of our American commercial correspondence schools is eloquent testimony of this. But few Americans would willingly be backed into a corner and allow a fist to be thrust into their faces followed by the admonition "Now we are going to educate you!" The American prefers to get his intellectual food without any confession that he is inferior to anyone else, particularly to Mr. and Mrs. Jasper Jones next door or across the court. He would under no consideration admit his inferiority to the Joneses and he won't willingly submit publicly to any intellectual regime if it is an admission of inferiority.

This may be regarded as an argument for sugar coated educational programs over the radio. It isn't. It is, however, a plea for rational presentation of subject matter which can be understood by the average man in the street, and not necessarily either of material which will conform to the low-grade intellect which is ascribed by so many to our population.

The fact is that we have learned relatively little—certainly not as much as we can learn—about the best way to present facts over the radio by the spoken word. Because a large per cent of the listening audience is still in the habit of turning to another station when a "talk" begins, is no argument that this condition will continue indefinitely.

Although there is substantial agreement that radio can be of great aid to education in this country, there is surprisingly little being done to find out how. Present indications are that it is going to require a long time to discover how; there are so many complexities in broadcasting, and there is so much to learn before one can speak with any certainty about any of them. There are economic questions, and political questions, and engineering questions, and legislative questions,—and any one of these groups of questions are puzzling enough to keep the educational world, the broadcasting industry and the law-makers of the land occupied for many years to come.

Yet, at the heart of all these intricacies, there is always the pro-

(*Continued on page* 36)

Organized Education Goes on the Air

ONE OF THE most favorable reception periods in network broadcasting has been allotted by the NBC to the National Advisory Council on Radio in Education for a series of 30 weekly addresses by authorities in the fields of present day economics and psychology. This is the first organized attempt to bring radio and education together, and it is a partial answer of the broadcasters to the plea of education for more time on the air.

The programs are to begin Saturday evening, October 17, from 8:15 to 9 o'clock, EST, with President Nicholas Murray Butler of Columbia University introducing President James R. Angel of Yale as the first speaker on psychology and Dr. Ernest L. Bogart, president of the American Economic Association, as the first speaker on economics.

Thereafter, the lectures will be on the air every Saturday evening from 8:30 to 9 o'clock, 15 minutes being alloted to the speaker on economics and 15 minutes to the speaker on psychology. All of the speakers were chosen by a representative committee of educators, and all are men and women preeminent in their respective fields.

Designed largely for the adult ear, the programs follow somewhat along the lines of the British Broadcasting Corporation's adult educational programs, which consist of lectures by the outstanding authorities on various phases of life and which are presented for half hours daily under the title "This Changing World."

LAUDED BY LEADERS

PRESENTATION of this series is viewed as extremely significant in the radio and educational worlds, and especially by John W. Elwood, NBC vice president in charge of educational programs. and Levering Tyson, director of the National Advisory Council and formerly head of the Home Study Development Department of Columbia University.

"The Council is the first educational group to approach radio with a comprehensive plan," Mr. Elwood said. "Although there has been much discussion, this is the first organized attempt to harness education and radio.

"Since the birth of broadcasting much has been said concerning the part radio should play in education. In recent years a number of experiments have been made by individual stations, but no conclusive evaluation of the results have been obtained. With the exception of one or two programs such as the NBC Music Appreciation Hour and the Standard School Broadcasts on the Pacific Coast, no experiment has satisfactorily demonstrated the educational possibilities of broadcasting."

XUM

Deviation Records Set During August

117 Stations Stay in 50-Cycle Limits, Inspectors Report

A PROGRESSIVE increase month by month in the number of broadcasting stations maintaining their assigned frequencies within 50 cycles has been reported by William D. Terrell, chief radio supervisor of the Department of Commerce, since the district supervisors began such computations last March.

Of 304 stations measured during August, the last month of record, 117 or 38.5 per cent maintained their frequencies within 50 cycles, plus or minus, despite the fact that the order of the Federal Radio Commission making this mandatory does not go into effect until next year. Many of these stations, with their excellent equipment, have shown deviations of less than 10 cycles.

The August "honor roll" of the department shows the largest number of stations yet recorded as attaining this efficiency. In addition to the 117 stations taking top place, there were 64 that deviated under 100 cycles, 67 under 200 cycles, and 56 over 200 cycles. Not all of the country's stations are measured, of course, due to the physical inability of the district supervisors to do so with their present staffs.

Following is a complete tabulation of the stations deviating under 50, 100 and 200 cycles during August:

UNDER 50 CYCLES

KDKA, Pittsburgh, Pa.; KFBB, Great Falls, Mont.; KFDM, Beaumont, Tex.; KFEQ, St. Joseph, Mo.; KFI, Los Angeles, Cal.; KFJI, Astoria, Ore.; KFJR, Portland, Ore.; KFKA, Greeley, Colo.; KYW, Chicago, Ill.; KFLV, Rockford, Ill.; KFQU, Alma-Holy City, Cal.; KFSD, San Diego, Cal.; KFVD, Culver City, Cal.; KFWB, Hollywood, Cal.; KFYR, Bismarck, N. D.; KGBZ, York, Neb.; KGEF, Los Angeles, Cal.; KGFJ, Los Angeles, Cal.; KGGF, Coffeyville, Okla.; KGHI, Little Rock, Ark.; KGIZ, Grant City, Mo.; KGW, Portland, Oreg.; KHQ, Spokane, Wash.; KLX, Oakland, Cal.; KLZ, Denver, Colo.; KMBC, Kansas City, Mo.; KMO, Tacoma, Wash.; KMOX, St. Louis, Mo.; KMPC, Beverly Hills, Cal.; KOIL, Council Bluffs, Ia.; KPO, San Francisco, Cal.; KSAC, Manhattan, Kan.; KSTP, St. Paul, Minn; KTAR, Phoenix, Ariz.; KTRH, Houston, Tex.; KTSM, El Paso, Tex.; KVOO, Tulsa, Okla.; KXO, El Centro, Cal.; KYA, San Francisco, Cal.; WAAB, Boston, Mass.; WABC, New York City, N. Y.; WADC, Akron, O.; WAWZ, Zarepath, N. J.; WBSO, Needham, Mass.; WBT, Charlotte, N. C.; WBZ-WBZA, Boston, Mass.; WCAM, Camden, N. J.; WCAO, Baltimore, Md.; WCBA, Allentown, Pa.; WCBM, Baltimore, Md.; WCFL, Chicago, Ill.; WCHI, Chicago, Ill.; WCRW, Chicago, Ill.; WCSH, Portland, Me.; WDAF, Kansas City, Mo.; WEAF, New York City, N. Y.; WEAN, Providence, R. I.; WEBC, Superior, Wis.; WEEI, Boston, Mass.; WENR, Chicago, Ill.; WFAA, Dallas, Tex.; WFAN-WIP, Philadelphia, Pa.; WFI, Philadelphia, Pa.; WFOX, Brooklyn, N. Y.; WGES, Chicago, Ill.; WGN, Chicago, Ill.; WGR, Buffalo, N. Y.; WGST, Atlanta, Ga.; WGY, Schenectady, N. Y.; WHAP, New York City, N. Y.; WHAS, Louisville, Ky.; WHO, Des Moines, Ia.; WHP, Harrisburg, Pa.; WIBW, Topeka, Kan.; WISN, Milwaukee, Wis.; WJAY, Cleveland, O.; WJDX, Jackson, Miss.; WJKS, Gary, Ind.; WJR, Detroit, Mich.; WJSV, Alexandria, Va.; WJZ, New York City, N. Y.; WKBF, Indianapolis, Ind.; WKBI, Chicago, Ill; WKBN, Youngstown, O.; WKBW, Buffalo, N. Y.; WKRC, Cincinnati, O.; WLAP, Louisville, Ky.; WLBZ, Bangor, Me.; WLIT, Philadelphia, Pa.; WLS, Chicago, Ill.; WLW, Cincinnati, O.; WMAL, Washington, D. C.; WMAQ, Chicago, Ill.; WMT, Waterloo, Ia.; WNBH, New Bedford, Mass.; WOAI, San Antonio, Tex.; WOC, Davenport, Ia.; WOI, Ames, Ia.; WOL, Washington, D. C.; WOR, Newark, N. J.; WOS, Jefferson City, Mo.; WOWO, Fort Wayne, Ind.; WPAW, Pawtucket, R. I.; WPTF, Raleigh, N. C.; WQAM, Miami, Fla.; WRAX, Philadelphia, Pa.; WREC, Memphis, Tenn.; WRUF, Gainesville, Fla.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSMB, New Orleans, La.; WTAG, Worcester, Mass.; WTAM, Cleveland, O.; WTAR, Norfolk, Va.; WTMJ, Milwaukee, Wis.; WWJ, Detroit, Mich.; WWVA, Wheeling, W. Va.

UNDER 100 CYCLES

KBTM, Paragould, Ark.; KELW, Burbank, Cal.; KFAC, Los Angeles, Cal.; KFEL, Denver, Col.; KFRC, San Francisco, Cal.; KFSG, Los Angeles, Cal.; KFXF, Denver, Col.; KGA, Spokane, Wash.; KGAR, Tucson, Ariz.; KGB, San Diego, Cal.; KGER, Long Beach, Cal.; KGO, Oakland, Cal.; KHJ, Los Angeles, Cal.; KICK, Red Oak, Ia.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KMED, Medford, Ore.; KMJ, Fresno, Cal.; KNX, Los Angeles, Cal.; KOA, Denver, Col.; KOMO, Seattle, Wash.; KRLD, Dallas, Tex.; KRMD, Shreveport, La.; KROW, Oakland, Cal.; KSOO, Sioux Falls, S. D.; KTBS, Shreveport, La.; KTM, Los Angeles, Cal.; WAAF, Chicago, Ill.; WBAK, Harrisburg, Pa.; WBAP, Fort Worth, Tex.; WBEN, Buffalo, N. Y.; WCAU, Philadelphia, Pa.; WCKY, Covington, Ky.; WCOD, Harrisburg, Pa.; WDBO, Orlando, Fla.; WDEL, Wilmington, Del.; WDOD, Chattanooga, Tenn.; WDRC, Hartford, Conn.; WFBR, Baltimore, Md.; WGAR, Akron, O.; WHAM, Rochester, N. Y.; WHB, Kansas City, Mo.; WHBL, Sheboygan, Wis.; WHDH, Gloucester, Mass.; WIBA, Madison, Wis.; WILM, Wilmington, Dela.; WJAG, Norfolk, Neb.; WJAX, Jacksonville, Fla.; WJBO, New Orleans, La.; WJBW, New Orleans, La.; WJJD, Mooseheart, Ill.; WJTL, Oglethorpe University, Ga.; WLEY, Lexington, Mass.; WMBI, Chicago, Ill.; WMCA, New York City, N. Y.; WNAX, Yankton, S. D.; WOW, Omaha, Neb.; WRC, Washington, D. C.; WRHM, Minneapolis, Minn.; WSBC, Chicago, Ill.; WSM, Nashville, Tenn.; WTAD, Quincy, Ill.; WTIC, Hartford, Conn.; WWAE, Hammond, Ind.

UNDER 200 CYCLES

KDYL, Salt Lake City, U.; KECA, Los Angeles, Cal.; KEX, Portland, Ore.; KFAB, Lincoln, Neb.; KFBK, Sacramento, Cal.; KFH, Wichita, Kan.; KFNF, Shenandoah, Ia.; KFOR, Lincoln, Neb.; KFOX, Long Beach, Cal.; KEPY, Spokane, Wash.; KFXM, San Bernardino, Cal.; KGDM, Stockton, Cal.; KGGC, San Francisco, Cal.; KJBS, San Francisco, Cal.; KLS, Oakland, Cal.; KMCS, Inglewood, Cal.; KMMJ, Clay Center, Neb.; KOAC, Corvallis, Ore.; KOH, Reno, Nev.; KOIN, Portland, Ore.; KOL, Seattle, Wash.; KPCB, Seattle, Wash.; KPRC, Houston, Tex.; KREG, Santa Ana, Cal.; KRSC, Seattle, Wash.; KSCJ, Sioux City, Ia.; KSEI, Pocatello, Idaho; KSL, Salt Lake City, U.; KSO, Clarinda, Ia.; KTAB, San Francisco, Cal.; KTAT, Fort Worth, Tex.; KTBR, Portland, Ore.; KTHS, Hot Springs, Ark.; KWK, St. Louis, Mo.; KWKH, Shreveport, La.; WABZ, New Orleans, La.; WACO, Waco, Tex.; WAIU, Columbus, Ohio; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBBR, Brooklyn, N. Y.; WCCO, Minneapolis, Minn.; WDAY, Fargo, N. D.; WDBJ, Roanoke, Va.; WDSU, New Orleans, La.; WEXL, Royal Oak, Mich.; WFBM, Indianapolis, Ind.; WGBF, Evansville, Ind.; WGBI, Scranton, Pa.; WGCM, Gulfport, Miss.; WIBO, Chicago, Ill.; WKJC, Lancaster, Pa.; WKY, Oklahoma City, Okla.; WLAC, Nashville, Tenn.; WLOE, Boston, Mass.; WMBD, Peoria Heights, Ill.; WMC, Memphis, Tenn.; WNAC, Boston, Mass.; WOV, New York City, N. Y.; WPCH, New York City, N. Y.; WPEN, Philadelphia, Pa.; WPG, Atlantic City, N. J.; WREN, Lawrence, Kan.; WRNY, New York City, N. Y.; WSAR, Fall River, Mass.; WWL, New Orleans, La.; WXYZ, Detroit, Mich.

Britain's Broadcast Dramas

BBC Productions Chief Heard Himself on Blattnerphone Before Realizing Actors' Difficulties

IT TOOK that remorseless little instrument called the Blattnerphone, the machine on which the British Broadcasting Corporation records and reproduces voices and programs almost immediately after rehearsals, to bring Val Gielgud, BBC productions director, to an appreciation of the fact that his was "almost the most unpleasant voice he had ever heard."

At least, so he told the BBC audience in a recent broadcast address. But listening to the Blattnerphone, he added, he learned a great deal more than he ever knew before about the difficulties that face actors in adapting their voices to broadcasting conditions.

The fact that more and more people seemed to be getting annoyed by the many plays that are featured on the BBC and that more and more people were writing for and against plays led the British radio authority to conduct his own investigation. From the large amount of fan mail being received he concluded that people were at least listening to plays. From the BBC we have the following summary of his address:

"During the last year the broadcast play had grown more popular and its level of performance had improved, but it still remained very largely dependent on the interest and good will of its different audiences to achieve a fair hearing and sensible and helpful criticism. While there had been a considerable increase in the amount of helpful criticism, it was surprising that the proportion of those who wrote helpfully was not larger. The broadcast play was not, and was not meant to be, a substitute for seeing a play in a theatre. A good many people seemed to listen to a broadcast play without the slightest intention of enjoying the play at all, but merely in the hope of catching out the BBC on some entirely trivial point.

WWNC, WIS Join NBC

EFFECTIVE Oct. 10, WWNC, Ashville, N. C., and WIS, Columbia, N. C., previously affiliated with the CBS, became linked with the NBC network. They were welcomed into their new affiliations by a special inaugural program the night of Oct. 10, featuring "what the Governor of North Carolina said to the Governor of South Carolina." Arrangements for the association were completed by M. H. Aylesworth, president of NBC, with Charles A. Webb, president of the Ashville Citizen and Times, owners of WWNC, and W. Frank Hipp, president of the Liberty Life Insurance Co., owner of WIS. Donald P. Sanders is managing director of WIS, and G. O. Shepherd is president and director of WWNC.

Ban on Brinkley's XER is Considered

Commission to Make Ruling on U. S.-Mexican Station

ACTION to prevent Dr. John R. Brinkley, former licensee of Station KFKB, Milford, Kan., from maintaining studios in the United States for his new 75 kw. station at Villa Acuna, Mexico, just across the border from Del Rio, Tex., is under consideration by the Federal Radio Commission.

The Commission has asked its legal division for a ruling as to the legality of such a situation. While it is generally regarded that the radio act does not prohibit the location of studios across the international border from the transmitter, several Commissioners are believed to harbor the view that the Brinkley plan violates the intent of Congress. The Davis amendment states that stations must be charged to the states in which the main studios are located.

Dr. Brinkley, who was removed from the air because his broadcasts were held to be inimical to the public health, has announced that plans are being completed to link his Mexican station with studios in a half dozen southeastern cities. He said that arrangements have been completed for remote control operation from studios at Milford and Wichita with the American Telephone and Telegraph Co., and that all studio locations have not yet been definitely assigned. Others will be at Salina, Abilene, Oklahoma City and San Antonio. Satisfactory outlets for local talent and new features as well as "greater facilities" for national advertising are to be provided, according to Dr. Brinkley, and no chain programs will be used.

INTERFERENCE SEEN

WITH 75 kw. on its antenna, XER will be the most powerful station in the western hemisphere, and possibly in the world, since most foreign stations figure their power by input rather than on the air. Dr. Brinkley is said to plan operation on the mid-channel of 735 kilocycles or in between stations CKAC, Montreal and WSB, Atlanta. Interference naturally is expected with these stations and with other on adjacent channels. The Canadian station, assigned to the 730 kc. Canadian clear channel, is understood to have registered complaint with the Dominion State Department.

It is not indicated clearly just when Dr. Brinkley proposes to begin operation. Previously he had announced the station would go on the air in October. It is reported that Howard Wilson, former secretary to Dr. Brinkley, and J. Buryl Lottridge, manager of KFBI, at Wichita, (formerly KFKB), have been appointed exclusive advertising representatives for the new station.

Dr. Brinkley recently sued the Kansas City Star, operating WDAF, for $5,000,000 because of the campaign it waged against him and his station. About the same time that Dr. Brinkley's license was revoked by the Commission, the Kansas Medical Society cancelled his license to practice medicine in that state.

XUM

Census Reveals Radio's Hold on Country

By MARTIN CODEL

But Federal Figures, Now Nearly Complete, Fall Far Short of Actual Total of Receiving Sets in United States

"HAVE you a radio?" the census takers asked each family canvassed during the 1930 census. All but four of the State reports are now available. From them it appears that at least one out of every three homes has a radio. State by State, the figures tell a forceful story of the hold radio already has on the American people as a social and economic force. Moreover, they are only portentious of the greater hold it is gaining as the saturation point is approached.

ELOQUENT in the extreme is the story that Uncle Sam's radio set census tells of the hold that broadcasting has on the American people. Inadequate though they are—for more than 18 months have elapsed since the figures were gathered by the United States Census Bureau as part of the decennial census of population—the counts furnish the first official basic index to the size and placement of the American radio audience. To broadcasters and advertisers they furnish at least an irreducible minimum from which to estimate their "circulation areas," inasmuch as the figures, as compiled, are broken down very completely by states, counties within those states, and communities within those counties.

As this is written, the figures are available for 44 states and the District of Columbia. Those for four of the most populous states in the Union remain to be compiled and released by the Census Bureau, namely, New York, New Jersey, Pennsylvania and Illinois. Nor should we omit Alaska, Hawaii, Porto Rico and the Virgin Islands, whose radio listening families were also counted.

Certain internal problems in the Census Bureau, problems of appropriations and personnel not unusual in governmental agencies, have retarded the rate of speed with which it was originally hoped to issue the reports. Mechanical handicaps made it impossible to compile the radio figures along with the population figures. But all of the rest of the reports should be available before the close of the year, and then the first really official radio census will have been completed—as of April 1, 1930.

MANY SETS UNCOUNTED

THEREIN lies the first inadequacy of the census figures thus far made public. Many hundreds of thousands of radio receivers, indeed possibly several million, in view of the continuingly large volume of midget set sales, have been marketed since that date. The trade is estimating sales of around 1,000,000 sets of all kinds annually even in the face of the business depression. These include, of course, many replacements, but it is more likely that most midget buyers are new set buyers, and just as many persons can listen to a midget set as to a fine console.

So the radio audience has not been cut down by the depression. Probably it has increased, for people are staying home more and spending less money. When they stay at home, they listen to the radio. It is the least expensive form of entertainment ever made available to man.

A second inadequacy in the figures results from the fact that the census enumerators simply asked each home visited: "Have you a radio?" Only the affirmatives or negatives were recorded, and those counted to make up the total. No effort was made to determine how many radios each family had in the home, whether it had a radio in its car or cars, whether there was a radio in its summer home, whether the family bread-winner had an office radio, radios in his factory or a radio at his club. All the census takers sought to learn was how many families had radios, and what was the average number of persons per family.

As defined by the Census Bureau, the term "family" as used in making the count signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and, at the other extreme, all the inmates of an institution or all the persons living in a boarding house, are counted as one family. But an average number of persons per family is struck in each state separately.

The third inadequacy, and probably the most noteworthy, rested in the hesitancy the census takers encountered among many families when the radio question was asked. The frequently published stories about radio in other lands, about how the radio listeners are taxed for the listening privilege, about how radio reception is contraband in some countries, about how some of our legislative and other lights would like to impose the European license system on American radio set ownership, were called to the minds of many families. Fearing that the radio question was merely the forerunner to a fee on reception in this country too, countless set owners gave negative answers when they should have given affirmative. Of that there is no doubt.

WHAT FIGURES SHOW

LASTLY, there is the matter of carelessness on the part of the census takers themselves. The home of the writer, for example, was not even canvassed in the 1930 census. Many of his friends tell him that they were not even asked whether they had radios, though they were asked all the other questions on the census forms. It is impossible to measure the factor of inefficiency and carelessness, but it is a factor none the less.

(*Continued on next page*)

OFFICIAL RADIO CENSUS BY STATES

(Complete to October 15, 1931)

State	No. of Families	Persons Per Family	No. of Radios	Per cent
Alabama	592,530	4.5	56,491	9.5
Arizona	106,630	4.1	19,295	18.1
Arkansas	439,408	4.2	40,248	9.2
California	1,618,533	3.5	839,991	51.9
Colorado	268,531	3.9	101,376	37.8
Connecticut	389,596	4.1	213,821	54.9
Delaware	59,295	4.0	27,183	45.8
District of Columbia	126,014	3.9	67,880	53.9
Florida	377,823	3.9	58,446	15.5
Georgia	654,009	4.5	64,908	9.9
Idaho	108,515	4.1	32,869	30.3
Indiana	844,463	3.8	351,540	41.6
Iowa	636,905	3.9	309,237	48.6
Kansas	488,055	3.9	189,527	38.8
Kentucky	610,288	4.3	111,452	18.3
Louisiana	486,424	4.3	54,364	11.2
Maine	198,372	4.0	77,803	39.2
Maryland	386,087	4.2	156,465	42.9
Massachusetts	1,024,527	4.2	590,105	57.6
Michigan	1,183,157	4.1	599,196	50.6
Minnesota	608,398	4.2	287,880	47.3
Mississippi	472,354	4.3	25,475	5.4
Missouri	941,821	3.9	322,252	37.4
Montana	137,010	3.9	43,809	32.0
Nebraska	343,781	4.0	164,324	47.8
Nevada	25,730	3.5	7,869	30.6
New Hampshire	119,660	3.9	53,111	44.4
New Mexico	98,820	4.3	11,404	11.5
North Carolina	645,245	4.9	72,329	11.2
North Dakota	145,382	4.7	59,352	40.8
Ohio	1,700,877	3.9	810,767	47.7
Oklahoma	565,348	4.2	121,973	21.6
Oregon	267,690	3.6	116,299	43.5
Rhode Island	165,811	4.2	94,594	57.1
South Carolina	366,265	4.8	28,007	7.7
South Dakota	161,332	4.3	71,361	44.2
Tennessee	601,578	4.4	86,229	14.3
Texas	1,383,280	4.2	257,686	18.6
Utah	116,254	4.4	47,729	41.1
Vermont	89,439	4.0	39,913	44.6
Virginia	530,092	4.6	96,569	18.2
Washington	426,019	3.7	180,229	42.3
West Virginia	374,646	4.6	87,469	23.4
Wisconsin	713,576	4.1	364,425	51.1
Wyoming	57,218	3.9	19,482	34.0

XUM

Miniature But Sensitive Microphone Makes Air Debut in Philco Program

Moving Coil Principle Used in Electro-Dynamic Instrument Devised for Stokowski

THE ELECTRO-DYNAMIC microphone, midget of the mike family and newest product of the research laboratories, has made its air debut. The microphone, employing the moving coil principle, picked up the strains of Leopold Stokowski's Philadelphia Orchestra on Oct. 12 in the first of the new Philco concerts.

The program was transmitted over a 71-station hookup of the Columbia Broadcasting System through an electrical circuit at every point of which new equipment had been installed, involving in several cases the use of apparatus never previously linked up for a broadcast. It originated in the Philadelphia Academy of Music Hall, following exhaustive tests to ascertain the acoustical properties of the hall.

The moving coil principle used in the new microphones is said to entail a number of advantages, which were summarized by CBS as follows:

"It gives an approximately uniform response over the complete band of audible frequencies, that is, from 20 to 10,000 cycles per second;

"Its transmission characteristics are not affected by variations in temperature, humidity, or barometric pressure—a matter of extreme importance in such broadcasts as those by the Philadelphia Orchestra, where all three of these factors are likely to change during a concert and can not be controlled in the studio.

SIZE IS CONVENIENT

"ITS SMALL size, as compared with the dimensions of microphones now in use, makes it more convenient to mount in any desired location in the hall in a relatively inconspicuous manner;

"It is used at a considerable distance from the amplifier, so that the latter is put in a special location on the stage of the hall for these broadcasts."

The signals picked up by the microphone will pass to a control booth on the stage but out of sight of the audience. Although this structure is only seven feet square, it weighs one and one-half tons and is sound insulated with especially worked out acoustic properties. In it is located the speech input equipment. This equipment, according to CBS, is capable of delivering, if necessary, two and a half times as much power without distortion and is far superior to the old type apparatus.

MONITORING UNNECESSARY

THE monitoring equipment has been designed to operate with a volume range of 40 decibels, corresponding to a power ratio of 1 to 10,000. Within this range—half as great again as that possible with present apparatus—no monitoring will be necessary; for a fortissimo, a slight change will be made, but in every case the engineer will be thoroughly familiar with the work, will know when the passage is coming, and will make the adjustments gradually in such a way that it will be imperceptible to the comparatively insensitive human ear, and thus normal perspective will be afforded.

The monitoring engineer will be stationed in this booth, with a desk panel in front of him, bearing the galvanometer which shows the variation in power passing through the circuit. Above this is the glass observation window through which he can see Stokowski conducting the orchestra though he will not hear the music directly. On the music stand at the conductor's rostrum will be a second galvonometer registering the current variations so that Stokowski will be aware at every moment while conducting of the interrelation between the orchestral volume and the volume transmitted. A system of signal lights has been installed to insure coordination between the conductor and the engineers when a number is to begin and at other times.

Census Reveals Radio's Hold on Country

(*Continued from Page* 15)

What, then, do the figures show?

The percentage of American homes that are radio-equipped in the states thus far reported runs slightly over 33, or a little better than one out of every three homes. One out of every three homes in 44 states and the District of Columbia, it appears, have radios! Some states show substantially better proportions, others substantially lower. But with one out of every three homes having radios, with all the seasonal and diurnal attractions and distractions radio meets, with all the counter-attractions that radio must combat, with all the "intellectual aversions" oft expressed toward radio—with all these indisputable factors retarding the building of a constant and assured radio audience, there still is tremendous audience!

There is audience enough to make radio perhaps the most potent editorial force in the history of mankind. There is audience enough to sway the political mind of constituency and nation. There is audience enough to render negligible state and sectional prejudices, dialects and whatnot. There is audience enough to make radio one of the greatest merchandising and sales forces ever brought within the province of the advertising fraternity. What will radio's power be when the saturation point is more nearly approached?

Roughly, the northeastern, middle western and far western states show the highest totals and highest ratios to date. Generally, it may be said that the states rank in radio very closely to their rank in the national economy. Thus we find the six New England states showing, as a whole, that 49.6 per cent of their homes have radios, about one out of two. We find the middle western states running well into the 40 per cent column, the far western states varying from California's 51.9 per cent to Idaho's 30.3 per cent.

POTENTIAL AUDIENCES

BUT we find, in the states thus far reported, that there is an average of 4.1 persons per family. This factor varies from 3.5 in California to 4.9 in North Carolina. So to compute the potential radio audience for each state, the average number of persons per family must be used as the multiplier of the total number of homes equipped in that state.

Each state's figures being broken down by counties and communities within each state, the potential reasonable and regular audience of each station can easily be computed, given the power of the station and its wave length. The factor of station popularity, of course, no one can guess beyond the results of impartial surveys which more and more stations are having made. All the census figures can show is the irreducible minimum of radio set ownership in any station's area of coverage.

Up to the present writing, Massachusetts leads all the states reported with the 57.6 per cent proportion of radios to homes it shows: Rhode Island, with 57.1 per cent, is a close second; Connecticut, with 54.9 per cent, third; the District of Columbia, with 53.9 per cent, fourth; California, with 51.9 per cent, fifth; Wisconsin, with 51.1 per cent, sixth; Michigan, with 50.6 per cent, seventh; Iowa, with 48.6 per cent, eighth; Nebraska, with 47.8 per cent, ninth, and Ohio, with 47.7 per cent, tenth.

The rankings in total numbers of families with radio are somewhat different, of course, due to wide variances in population. California takes the lead, with 839,991 of its families reporting radios; Ohio is second, with 810,767; Michigan is third, with 599,196; Massachusetts is fourth, with 590,105; Wisconsin is fifth, with 364,425; Indiana is sixth, with 351,540; Missouri is seventh, with 322,252; Iowa is eighth, with 309,237; Minnesota is ninth, with 287,880, and Texas is tenth, with 257,686.

Radio Call Saves Life

A RADIO call for volunteers recently saved the life of James Wotten, of Richmond, Va. Wotten's physicians decided late one day that he required an immediate blood transfusion, and an appeal was broadcast over WRVA. For the next several hours the hospital received more than 200 offers, telephone calls coming not alone from Richmond but from Norfolk, Ashland, Virginia Beach and other outlying towns. Some 70 persons visited the hospital. After the transfusion the patient was reported recovering.

WIL Requests Writ to Restrain KFWF

STATION WIL, St. Louis, has petitioned the Supreme Court of the District of Columbia for an injunction to restrain KFWF, St. Louis, from changing its location to the Hotel Jefferson. The suit is against the Federal Radio Commission, which authorized the removal.

WIL is an applicant for full time operation on the 1200 kc. channel with 100 watts and now shares the assignment with KFWF. Examiner Elmer W. Pratt recently recommended that WIL be given full time and that KFWF, operated by the St. Louis Truth Center, Inc., be removed from the air. In the petition it is claimed that until the Commission acts on the Pratt recommendation KFWF should not be authorized to change its location.

The Commission Oct. 13 denied the motion of WIL to have rescinded the decision authorizing KFWF to move locally, holding it already had decided KFWF should remain on the air.

An answer to the appeal of WMBJ, of Pittsburgh, removed from the air last January for failure to serve public interest and violation of regulations (Court of Appeals No. 5349) has been filed by the Commission. Oral arguments were presented before the court on Oct. 5, with Duke M. Patrick, assistant general counsel, appearing for the Commission, and Nathan B. Williams representing the appellant, the Rev. John W. Sproul.

Station KECA, Los Angeles, through attorneys Louis G. Caldwell and Arthur W. Scharfeld, filed a brief in its appeal attacking General Order 102, with respect to quotas (Court of Appeals No. 5445). These lawyers previously had filed with the court a similar brief, which attacked not only the validity of General Order 102, but the constitutionality of the Davis equalization amendment, in behalf of Station WPTF, Raleigh, N. C. (Court of Appeals No. 5444).

Invents New Radio Tube

A NEW filamentless radio tube, said to be as efficient as the three-electrode bulb as amplifier, rectifier and oscillator, has been invented by Dr. August Hund, of Wired Radio, Inc., Ampere, N. J.

These tubes, which can be manufactured for a few cents each, according to trade information, already have been applied exclusively in a three-tube set with satisfactory results. They are said to have a high amplification factor, and are simple and easy to make. They have also been employed in test transmitters and, having negligible internal capacity, can be worked directly on short waves even below one meter.

Wired Radio is a subsidiary of the North American Company, which controls public utility properties in various parts of the country. For eight years this company has been experimenting with wired radio as a possible competitor of space broadcasting. The company, headed by Clinton W. Hough, also owns the Associated Music Publishers, Inc.

XUM

"COVERAGE"

DOESN'T LISTEN

"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the *audience value* of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA
990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles

COMMERCIAL OFFICES
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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We Make Our Bow

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."
—Carlyle's *Heroes and Hero Worship.*

AND now, Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes it bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

The N. A. B. Convention

POWERFUL opposition from all sorts of misguided interests faces American broadcasting. To those who would know more about the "danger signals ahead" of broadcasting, both external and internal, we commend the interesting and succinct statement in this issue by Dr. Henry A. Bellows. To those who want to discuss them further with the industry's best minds, we commend attendance at the National Association of Broadcasters' ninth annual convention in Detroit, October 26, 27 and 28, also the subject of an article in this issue by Philip G. Loucks, the association's capable young managing director who in less than a year lifted that organization from a state of desuetude to real and aggressive activity and performance. It is needless to expand here upon the virtues of organization; nearly every other industry has an organization to guide it in handling problems common to all. Broadcasting, hardly out of the swaddling clothes stage, needs organization and guidance *from within* now more than ever in the few years since it came into its own as an economic as well as a social entity.

Your Forum

FRANKLY, the editors of BROADCASTING in this issue and in the columns of succeeding issues intend to play nobody's "game" but that of the broadcasting industry as a whole. This periodical has not been conceived as the spokesman for any one network, any one station, any one agency or any particular group. BROADCASTING is designed to be a journal of news and information. Beyond that its editors also want to make it the forum of the entire industry—*your* forum. Accordingly, they invite your comments and suggestions and they solicit your letters for publication, provided only that those letters bear bona fide signatures and convey messages that are significant to the broadcasting fraternity as a whole.

Shall Rates Be Fixed?

NOW comes the proposition to fix and regulate broadcasting rates. It is plain that, the industry being so young, such a step would only muddle broadcasting. The railroads existed for nearly half a century before they were subjected to rate regulation. During that time they were aided by land grants and right of way concessions from the Government. Broadcasting is only in its eleventh year, and derives no support or subsidy from government. We admit that its progress has been meteoric, but we submit that the time is not yet for rate regulation.

The RADIO BOOK SHELF

IN THE FOREWORD to Dr. Frank Arnold's new book ("Broadcast Advertising, The Fourth Dimension," John Wiley & Sons, New York, $3) the late Dr. H. P. Davis says: "Broadcast advertising is modernity's medium of business expression. It has made industry articulate. American business men, because of radio, are provided with a latchkey to nearly every home in the United States. They are only asked to conduct themselves as good-mannered guests."

How the business man can use radio and how radio can serve business are recounted in interesting fashion by the director of development of NBC. Dr. Arnold's book is the first on this subject since Edgar Felix published his book for advertisers, station managers, and broadcasting artists ("Using Radio in Sales Promotion," McGraw Hill Book Co., New York) in 1927. Dr. Arnold's book not only traces the early days of broadcasting, but discusses such subjects as radio circulation, broadcast advertising technique, planning a broadcast campaign, commercial credits, broadcasting and advertising agency, and radio from the public viewpoint. He also ventures certain predictions, among them that ten years will see visual and audible radio combined to revolutionize the intellectual and business life of the world community.

MODESTLY, the authors of "How to Write for Radio" (Longmans, Green and Co., New York, $3) preface their book by stating that "writing for radio is still in its infancy and that doubtless, within five years, this book will be regarded as a radio primer." As far as they go, however, Katherine Seymour, an NBC continuity editor, and J. T. W. Martin, radio writer for Batten, Barton, Durstine and Osborne, the co-authors, cover the fundamentals of radio writing and producing in interesting and instructive fashion. This is a book that deserves the close scrutiny of every person in station or agency who prepares copy for the microphone.

This book is a worthy supplement for the library that already contains Peter Dixon's "Radio Writing" (The Century Co., New York, $2.50) in which the author and lead of NBC's "Raising Junior" takes would-be writers for the radio into the studio to tell them the basic things they ought to know about broadcasting.

A COMPREHENSIVE analysis of the habits and preferences of summer radio audiences in and around Philadelphia has been prepared for WCAU, Philadelphia, by Herman S. Hettinger and Richard R. Mead, of the University of Pennsylvania faculty. The study has many points of application to other territories, and is one of a series of studios to be made of the "seasonal behaviour" of audiences.

CATHOLIC UNIVERSITY, Washington, D. C., has published a radio law bulletin containing the texts of a recent lecture series on legal aspects of radio by Louis G. Caldwell, John W. Guider, Paul M. Segal, William Roy Vallance and Charles F. Dolle. From the Northwestern University Press, Chicago, comes a compilation of general orders of the Federal Radio Commission, reprinted from the April Journal of Radio Law of the Air Law Institute, edited by Louis G. Caldwell, Washington attorney.

We Pay Our Respects to—

DR. FRANK CONRAD

TO MANY Dr. Frank Conrad is known as the Father of Broadcasting. If you asked him about it, he might admit his share in the engineering paternity but he would say that the administrative paternity belongs to his late chief, Dr. H. P. Davis, Westinghouse vice president, whose recent death shocked the radio world. He would also be one of the first to admit that Dr. Lee De Forest is justly entitled to the appelation Father of Modern Radio for his revolutionary invention of the radio tube.

The newspapers and magazines, not Dr. Conrad, have fastened the soubriquet on him. If the broadcasting art is really a hybrid of many inventive geniuses, there are few who can doubt the importance of Dr. Conrad's contributions. At 57, he has a long list of radio and electrical inventions to his credit, besides the noteworthy pioneering achievement he accomplished with KDKA, Pittsburgh.

Next month, on Nov. 2, to be exact, broadcasting observes its eleventh birthday. On that day 11 years will have elapsed since KDKA went on the air with the Harding-Cox presidential election returns as the first pre-scheduled radio program in world history. Dr. Conrad was the announcer-engineer and director of operations.

At the instance of Dr. Davis, Dr. Conrad began his experiments with radiotelephony. They were an outgrowth of point-to-point radiotelegraphy, and the idea was conceived during the World War when Westinghouse manufactured and developed radio apparatus for Uncle Sam. Dr. Conrad began his informal telephonic broadcasts from a shed at the rear of his home at Wilkingsburg, a suburb of Pittsburgh, every Saturday night, his phonograph record programs being received by his engineering colleagues and a handful of amateurs. This "station" was the forerunner of KDKA, which Westinghouse calls the "pioneer broadcasting station of the world."

PERSONAL NOTES

DR. LEE DEFOREST, noted radio inventor, who is now making his residence in Los Angeles, where he is interested in television work, has been making trips to Mexico City recently. Reports are to the effect that he is interested in the transmitter and radio set fields in Mexico.

DR. ALFRED N. GOLDSMITH, vice president and general engineer of RCA, was elected president of the Society of Motion Picture Engineers early this month, following a counting of the mail ballots at the Society's annual convention in Swampscott, Mass. He succeeds J. I. Crabtree, whose retirement is effective in 1932.

M. H. AYLESWORTH, president of NBC, has announced the appointment of three additional vice presidents. Frank Mason, former president of International News Service will become vice president in charge of public relations. John F. Royal, former Boston newspaperman and until last February manager of WTAM, Cleveland, will be vice president in charge of programs. Roy C. Witmer, since last December sales manager, will be vice president in charge of sales. Other NBC vice presidents are: George F. McClelland (general manager); A. L. Ashby (general attorney); John W. Elwood; George Engles (Artists' Service); Frank M. Russell (Washington Division); Niles Trammell (Chicago Division), and Don Gilman (Pacific Division).

EDWARD J. STACKPOLE, Sr., president of the Harrisburg Telegraph, and A. H. Stackpole, manager of WHP, Harrisburg, Pa., the newspaper's radio station, supervised the recent broadcast over that station of the Pageant of Progress in celebration of the newspaper's centennial. The radio program, written by Fred Frey, WHP production manager, was carried to promote a special centennial edition.

HERBERT R. CONNOR has returned to KFOX, Long Beach, Cal., after having left that station to be commercial manager of KGER, in the same city. He is doing a combination of sales and continuity work, doubling in character also to take the part of "Goofy" in the Butter Cream Schoolhouse program which he originated on KFOX. The station recently increased its selling staff to six, with Clyde Warner as sales manager.

BEN McGLASHAN, owner of KGFJ, Los Angeles, made his 100-watt station pay his way through the University of Southern California.

J. ERNEST CUTTING, for the last year and a half booking dance orchestras for the NBC Artists Service, and Edward Paul England, III, formerly social director of the Lido Club, Long Beach, N. Y., have been appointed by George Engles, vice president in charge of the Artists Service, to supervise all musical and social activities at the new Hotel Waldorf-Astoria, New York City. Their offices have been established in the hotel.

PAUL WHITEMAN, famous orchestra director, has been named music supervisor of the NBC Chicago Division, according to an announcement by Niles Trammell, vice president in charge of the Chicago division. Leroy Shield, conductor and arranger, who was with RCA-Victor in Chicago and Hollywood before joining NBC, has been appointed musical director. Shields will direct the symphony on the Minneapolis Honeywell program.

RALPH BRUNTON, owner of KJBS, San Francisco, is responsible for fans missing the voice of Shirley Dale, who conducted the station's daily shopping period. Shirley Dale was the radio alias of Miss Emma Woodling. She became the bride of Mr. Brunton a few weeks ago, and they immediately sailed for the mid-Pacific on a honeymoon.

R. L. RUST has returned to KTM, Los Angeles, as commercial manager. He was formerly manager of the station when it was known as KNRC, leaving to go into the electrical transcription field. In 1925 and 1926 he was commercial manager of WQAM, Miami. When he was with the old KNRC, Rust had Charlie Hamp (of Strasske toothpaste fame) as one of his staff singers, and Tom Mitchell (later NBC's Rainier lime rickey man) was the studio announcer.

CARL NISSEN, with the Los Angeles Herald for the past 18 years, and recently its classified advertising manager, has joined KNX, Los Angeles, as commercial manager.

WILLIAM H. HEINZ, formerly manager of WHO, Des Moines, and sales manager of Continental Broadcasting Corporation (transcriptions), is now manager of KGB, San Diego.

GLENN DOLBERG, former manager of KHJ, Los Angeles, later with the Dan B. Miner advertising agency, Los Angeles, after a six-month period at KFI and KECA, Los Angeles, as production manager, has become assistant manager of the latter stations. Frederick Shields, formerly in radio at Kansas City, later manager of KTM, Los Angeles, succeeds Dolberg's production work at KHJ.

R. E. DEARDORFF, for three years in advertising with the Scripps-Howard Times in Indianapolis, and for the past two years in the same department at the Los Angeles Examiner, has joined the commercial staff of KTM, Los Angeles, as a contact man.

HORACE D. GOOD, former owner of WRAW, Reading, Pa., is now the branch manager for the Continental Broadcasting Corporation (transcriptions) at its recently established office in the Hotel Annapolis, Washington, D. C.

JOHN HENRY, formerly managing editor of the Daily Nonpareil of Council Bluffs, Ia., and recently radio editor of KOIL, has been appointed station director of KOIL, effective October 15, succeeding Hal Shubert. The same station announces the appointment of Max Vinsonhaler, former stock player and more recently continuity writer and announcer, as director of KOIL's permanent radio stock company known as "The Hilltop Playhouse."

BORN, to Mr. and Mrs. Charles L. McCarthy (traffic manager for the NBC Pacific Division at San Francisco,) a girl, weight six and a half pounds and the first girl to be born to the McCarthy family in five generations.

STEWART P. ELLIOTT, sales manager for the Sperry Flour Co., San Francisco, who has been handling the "Sperry Smiles" program on the NBC Pacific network, has joined the San Francisco branch of Erwin, Wasey & Company as merchandising expert.

GEORGE W. HILL, of Tupelo, Miss., has been appointed assistant counsel of the legal division, Federal Radio Commission, succeeding George B. Porter, recently appointed assistant general counsel. Both appointments are effective November 1.

KEN STUART, formerly announcer for KJR, Seattle, and KFRC, San Francisco, has joined the announcing and sales staff of KOL, Seattle.

BEHIND THE MICROPHONE

TOM EVERETT, young graduate of Oxford, has been made assistant to Fred Smith, of the staff of Time newsmagazine, in the preparation of the scripts for "The March of Time," CBS network feature.

PAT FLANAGAN, sports announcer for WBBM, Chicago, is handling games being broadcast over WBBM under the sponsorship of Marshall Field & Co.

JOSEPH LITTAU, co-conductor of the Roxy Symphony Orchestra, who has been directing the Gay Vienna program on the NBC-WJZ network Sunday afternoons, leaves this month for Omaha where he will be director of the Omaha Symphony Orchestra.

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RUDOLPH GANZ, former director of the St. Louis Symphony Orchestra, heads the National Little Symphony Orchestra being organized under NBC Artists Service sponsorship. An exclusive concert ensemble comprising 25 of the finest orchestral talent in New York, the National Little Symphony Orchestra goes on its first tour this month, featuring new compositions by European composers recently brought from Europe by Mr. Ganz.

DAVID BATH, formerly of the New York Daily News, has been appointed Columbia Artist Bureau representative for Morton Downey, the tenor, and will handle all outside bookings for the Camel minstrel.

DON CLARK, head of the continuity department of CBS, New York City, was recently married to Susan Church, also of CBS.

IRVING BLAINE, formerly with WICC, Bridgeport, Conn., has been added to the announcing staff of WLTH, Brooklyn.

MYRA DORRANCE, formerly of WOR, Newark, has joined WFOX, Brooklyn, as assistant to Frank Vallon, program director. Vallon recently returned from Hollywood where he did work for Universal Pictures. Formerly he was associated with NBC and CBS.

JOHN FRASER, formerly of WEAN, Providence, R. I., and Floyd Marion, formerly of KFI, Los Angeles, have been added to the announcing staff of WMCA.

CARLYLE STEVENS is a new announcer at WABC, New York City. He got his start with WLTH, Brooklyn.

JACK RYAN, Teaberry sports announcer, himself a former crack athlete in southern Illinois, has been named by Homer Hogan, manager of KYW, Chicago, to announce the eight intercollegiate football games to be carried over that station.

BOB WHITE, continuity man and performer of the NBC-Chicago staff, is now announcing over WMAQ, Chicago.

VAL SHERMAN, young baritone soloist with wide concert and stage experience, is now announcer and soloist at WBBM, Chicago. He formerly sang over WJJD, Mooseheart, Ill., acting also in the Elgin Watch and Wilson Packing Company productions.

ART JARRETT, Chicago tenor, is getting a big build as a sustaining feature on CBS, whose officials see in him another find like Bing Crosby and Morton Downey. He has been singing and playing the guitar on WBBM, Chicago, which is relaying his new "Fitch Professor" program to WCCO, Minneapolis: WMT, Waterloo, Ia., and WTAQ, San Claire, Wis.

TED PEARSON, announcer, who shifted from the NBC Chicago studios to WTAM, Cleveland, has returned to the Chicago offices in the capacity of production man. He will also announce some sponsored programs.

FRED HOEY ended his fifth season as baseball announcer for WNAC, Boston, and the Yankee network, with the close of the recent season. Between April 11 and Sept. 27, Hoey announced 160 games, representing about 320 hours that he was on the air.

FREEMAN LANG, technician-announcer, once known as the "Bald Headed Shiek of Sawtelle" on radio frolics over Los Angeles stations, is acting as master of ceremonies of the Hollywood film premieres being sponsored locally by the Texas Company.

GENE ARNOLD, NBC announcer whose "Beautiful Thoughts" programs are heard daily from coast to coast, is gaining fame as a song writer. His "Little Old Church in the Valley" has mounted to the best seller class, and he's soon to publish another song, "Blue Ridge Moon," written in collaboration with Gus Kahn and Egbert Van Alstyne.

BRUCE KAMMAN, Chicago NBC production man, not only produces the National Farm and Home Hour, but assists Johnny Wolf in presenting some of the dialect stories and humorous anecdotes sent in by listeners. Bruce has proved himself a "triple threat man," finding no trouble in being either an Irishman, Englishman, or German.

ROBERT BOWMAN, announcer for KHJ, Los Angeles, has joined KGB, San Diego, as program manager.

JOAN HARVEY, formerly announcer at KMPC, Beverly Hills, Cal., is now conducting week-day beauty chats for Weaver-Jackson Co., Los Angeles hair establishment, over KFWB, KHJ and KFI, Los Angeles.

BLANCHE WOOD, known for years in vaudeville and musical comedy as "The Girl Baritone," is announcing and entertaining over KGB, San Diego. One of her features is a week day morning shopping tour.

WNAC, Boston, claims to have made a "find" in Eleanor Talcott, of Talcottville, Conn., heiress of an old New England family, who is making her debut in radio over that station after flings at vaudeville, stock company performances and concert work. She will be featured on the Yankee network.

IN THE CONTROL ROOM

RUSSELL S. HOFF, specialist in studio pickup, has joined the technical staff of WLW, Cincinnati, according to Joseph Chambers, station technical director. Mr. Hoff comes from Hollywood, where he was engaged in sound recording work for Warner Brothers. Formerly, he was connected with RCA Photophone and WGY, Schenectady.

O. B. HANSON, manager of plant operation and engineering of NBC, who is touring Europe with S. A. (Roxy) Rothafel's party in the interests of Radio City, spoke to the American radio audience from Berlin via short waves on October 9 about his European observations. He recently returned from Moscow where he examined Russia's 100 kw. transmitter and spoke before a group of Soviet radio engineers.

HARRY ANDERSON, Pacific Coast sales manager for NBC, is out a perfectly good secretary. She is now Mrs. Winston C. Moore, whose husband is operations supervisor at the NBC plant department. She was formerly Miss Gertrude Wright.

A. R. McGONEAL, formerly with WJSV, Alexandria, Va., is doing vacation relief at WRC, Washington, until November 1.

S. W. EDWARDS, supervisor of development and production, Radio Division, Department of Commerce, with headquarters in Detroit, was to arrive at the new Grand Island, Neb., monitoring station of the department on October 15 to check its operations. During the last few weeks he has been inspecting the supervisors' offices in Boston, Springfield, New York and Washington.

L. C. HERNDON, Department of Commerce radio supervisor at Baltimore, started October 8 on a test car tour of Virginia. The week before he inspected broadcasting operations in New Jersey.

ARTHUR BATCHELLER, travelling radio supervisor of the Department of Commerce, is now back at the New York supervisor's office after a special tour of duty in Washington in connection with field personnel program.

ELLERY PLOTTS, formerly in charge of studio equipment installations in the Westinghouse stations, has been appointed resident engineer of KYW, Chicago.

J. E. BAUDINO has been appointed plant engineer of WBZ-WBZA, Boston-Springfield, succeeding Phillip F. Robinson who resigned to start his own business of handling public address systems in Boston.

WALTER C. EVANS, manager of operations of the Westinghouse stations, announces the appointment of Ralph N. Harmon as general engineer of all Westinghouse broadcasting and short wave stations. Mr. Harmon previously was engaged in the development of synchronizing equipment.

WFIW Rebuilding

WFIW, Hopkinsville, Ky., which was completely destroyed by fire last July, is now being reconstructed and its management expects to have it back on the air on or about Nov. 15.

Detroit Pastor Heard Over a 19-Station Net

FATHER Charles E. Coughlin of the Church of the Little Flower, Detroit, on Oct. 4 resumed his Sunday talks, formerly on CBS, over a special network arranged in collaboration with Leo J. Fitzpatrick, manager of WJR, Detroit. Card rates are being paid for station time, and the hookup will be expanded to include additional stations. The network, for which the A. T. & T. Co. has furnished lines, now consists of WOR, Newark; WCAU, Philadelphia ;WBBM, Chicago; WGR, Buffalo; WGAR, Cleveland; WLW, Cincinnati; KMOX, St. Louis; KSTP, St. Paul; WCAO, Baltimore; WFBL, Syracuse; WJAS, Pittsburgh; WJR, Detroit; WNAC, Boston; WEAN, Providence; WORC, Worcester; WICC, Bridgeport; WDRC, Hartford; WLBZ, Bangor, and WNBH, New Bedford.

Broadcast Pleas Decline

BROADCAST applications received by the Federal Radio Commission during the past five months have dropped off from an average of 36 per week to 20 per week, according to a compilation made by V. Ford Greaves, Assistant Chief Engineer. The analysis covers the period from May to October.

For the preceding two years there had been a steady climb in applications received, he said. From January, 1930, to April, 1931, the average increased from 31 to 36 a week.

New Call Letters

THE Federal Radio Commission has authorized Cherry & Webb Broadcasting Co., Providence, R. I., to change the call letters of its station from WDWF-WLSI to WPRO, effective immediately. The station shares time with WPAW, Pawtucket, R. I., on 1210 kilocycles with 100 watts.

LOS ANGELES' city council has authorized the city attorney to prepare an ordinance under which only licensed persons would be permitted to operate electrical devices that interfere with radio reception and requiring that each device be equipped with a filter.

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be"

Me. N. H. Vt. Mass. R. I. Conn. N. Y.

Continental Broadcasting Corporation HOLLYWOOD

Pa. N. J. Del. Md. Va. W. Va. D. C.

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.
33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _ _

WCSH *Portland, Maine*

Affiliated with the NBC Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

TAMPA cigar manufacturers, long alive to the use of radio in their advertising, are planning a new series of programs this winter. Already Hav-a-Tampa and Bearing brands have scheduled WFLA-WSUN, Clearwater, Fla., to open Dec. 7.

WSPA, Spartanburg, S. C., on Sept. 25 staged the first program ever sponsored by the Railway Express Agency, a test program believed to be a forerunner of regular nation-wide spot broadcasts by that company. Headquarters of the company in New York first sent out 70,000 inquiries to its employes, asking them to report on reception and criticise the program, which first went on the air at 8:30 p. m., EST, and then at 2:30 a. m. for DX reception. A dozen high officials of the company also went to Spartanburg. The program consisted of a quartet, string trio and Paury Pearson, popular Southern baritone. "Red" Cross, managing director of WSPA, announced. Reception reports were received from company employes in 38 states.

PHILLIPS Petroleum Company is sponsoring the Phillips Flyers orchestra in half hour Saturday night programs of syncopated music, featuring no repeats during any week, over KYW, Chicago.

PACIFIC States Building and Loan Association sponsors one of the oldest Pacific Coast radio features, offering its "home sweet home" concerts for two hours each Sunday morning over KFRC, San Francisco, and the Don Lee chain. A concert orchestra and vocalists are used. It has been on the air since June, 1926.

KMPC, Beverly Hills, Cal., owned by the Macmillan Petroleum Corp., Los Angeles, has started the Macmillan 'Round the World Club, according to Glenn Ebersole, station manager. The first 30 days the station reported 20,000 members, each of whom bought 20 gallons of gas and received a miniature glider for the children of the family. The characters are Bill and Mack, aviators. Membership card and a button go to all who apply, but the glider only to the cash customers for gas. Roland U. McIntosh writes the continuities and plays Mack, and Jack Carrington is Bill.

HIRES Root Beer is sponsoring a nightly skit by Frank Watanabe and Reggie Sharland over KNX, Los Angeles. Offers of a free sample of the extract and a photo of Watanabe drew more than 10,000 letters over a five week period, according to Naylor Rogers, manager.

KDYL, Salt Lake City, is handling a test campaign for the First Security Trust Co., a banking chain.

THE FOREST Lawn Memorial Park account, Smith and Drum agency, Los Angeles, has at last gone to KECA, Los Angeles, with a remote to Glendale for a Sunday eve organ concert. While the mortuary idea on the coast has consistently been away from the religious type of broadcast, this new Forest Lawn program seems to be a sort of church broadcast.

S. AND W. COFFEE, San Francisco headquarters, now uses three coast radio features to advertise its products: KPO, San Francisco, Cecil and Sally transcription daily; KFI, Los Angeles, four times weekly with "Great Trials of History" re-enacted; and Tom Mitchell, baritone-pianist, four evenings through KGW, Portland, KHQ, Spokane, and KOMO, Seattle.

THE SOUTHERN California Music Co., an old established Los Angeles firm, is using KFAC, Los Angeles, twice weekly for a program it calls "Everybody Play Hour," featuring the various instruments it sells.

BROADCASTS of the Tuesday noon meetings of the Los Angeles Advertising Club are to be sold to sponsors and carried over KHJ, Los Angeles. E. J. L'Esperance, insurance man, has been appointed to the radio sponsorship committee of the club. Benson Curtis of the sales staff of KFWB, Hollywood, is entertainment chairman for the club, arranging for the talent for the luncheon meetings.

OREGON Woolen Mills is sponsoring a series over KRSC, Seattle. The Pearce-Knowles Radio Advertising Agency, Seattle, handles the account.

ASSOCIATED Oil Company, San Francisco, is sponsoring 110 Pacific Coast football games this season, besides using the NBC Pacific Coast network for its Saturday night "Associated Spotlight Revue." Nine stations are carrying the games, several of which are being played at night. They are KPO, KFRC, KGO and KTAB, San Francisco; KFI, Los Angeles; KOMO, Seattle; KHQ, Spokane, and KOH, Reno. Announcers are Don Thompson, Ernest Smith, George Guttormsen, Harry Lantry, James Richardson and Don Wilson, all well known on the coast.

ITALIAN-SWISS Colony, maker of "Juices of the Grape," is staging a twice-weekly program over KPO, San Francisco, featuring a character called "Tipo, the Grape Blender," who wanders about the countries which produce different varieties of grape.

FOLGER Food Co., San Francisco, has been awarding prizes of foodstuffs to housewives in a 50-word letter contest announced in connection with its 15-minute nightly program over KHJ, Los Angeles. The program features "Black and Blue," correspondence school detectives said to be funny simply because they try to be serious.

USING only its radio program over KFWB, Hollywood, and a limited number of suburban newspapers, St. Helens Gasoline, offering straight dance music for a half hour on Sunday nights for the last 65 weeks, not only survived a local price war without slashing its own prices but increased its gallonage. The J. R. Meyers Co., Los Angeles, handles the account.

PHILLIPS Milling Company started an extensive campaign in the San Francisco bay district recently. The first medium used was KFRC, San Francisco, with a bi-weekly program called the Blue and Gold Parade. De Pauli and Park, San Francisco, handle the account, which later plans to use other stations along with newspapers and outdoor media.

NEW local contracts totalling nearly $50,000 for station time and talent were signed by Station WRC, Washington, in the last few weeks. These contracts were with John H. Wilkins Company (coffee); Charles Schwartz & Son (jewelers); William Hahn & Company (shoes); Fairfax Farms Dairy (milk); Charles Schneider Baking Company (bread).

WGN, Chicago, is carrying a sponsored series by the Kent College of Law in which legal information is explained in layman's language.

ASSOCIATED Oil Company's spotlight revue, NBC-Pacific Coast program, has gone back to a winter schedule over KFI, Los Angeles. In the summer months, its southern outlet is KECA, Los Angeles, because of the Hollywood Bowl programs on KFI.

NETWORK ACCOUNTS

AGENTS of the New York Life Insurance Company in all parts of the country received instructions to urge their clients and friends to tune in the company's premiere program on Oct. 6 when it was presented over an NBC coast-to-coast network, featuring Calvin Coolidge. Time on western and southern stations were made available for the network through the courtesy of the Fuller Brush Company, sponsors of The Fuller Man, because of the importance of the ex-president's broadcast message.

FLORSHEIM Shoe Co., Chicago, is sponsoring a new Friday night series, beginning Oct. 16, over the NBC-WEAF network. It is featuring Fredie Grofe, composer-conductor and former arranger for Paul Whiteman, heading an orchestra playing light dance and concert music. Artists are Jane Froman, blues singer, and the team of Pratt and Sherman.

A VOTE of radio editors decided the National Confectioners Association upon the all-musical, all-male program it is now staging over a CBS network on Monday afternoons for the purpose of appealing to an audience of women. Leon Bloom's 16-piece orchestra with Brooks and Ross, Chicago harmonists, furnish the entertainment. The association asked the editors what they believed would appeal mostly to women, and their composite opinion was that male talent with an admixture of popular-classic music was most desirable.

HEALTH Products Corporation, Newark ("Feen-a-Mint," etc.), is going on the air over an NBC-WJZ network with a Saturday night half-hour series, beginning Oct. 24, called "Danger Fighters," based on Paul de Kruif's books "Microbe Hunters" and "Hunger Fighters." The programs will dramatize man's battles against disease and will include an orchestra directed by Thomas Belviso.

TROPICAIRE, Inc., Minneapolis, maker of hot water auto heaters, has gone on a CBS network Saturday afternoons, 5:45-6:00 p. m., from WBBM, Chicago, featuring Bobby Brown, WBBM production manager, in resumes of middle west football results.

THE NBC Pacific Coast network's woman's magazine of the air, a morning feature, carries Best Foods Co., Pet Milk Sales Corp., Packer's Mfg. Co., Frigidaire Corp., Pacific Coast Gas Association, Roman Meal Co., Safeway Stores, Inc., Northam Warren Co. (Odorono-Glazo), Proctor and Gamble Co., (Camay, Crisco and Ivory), Standard Oil of California and W. P. Fuller and Co.

PROSPECTS

CHRYSLER Motor Car Company is reported to be nibbling at a radio idea built around several shows within a show, the tentative scheme being to present a production in which the artists go to the theatre and see several acts of a show.

S. KARPENER & BROS., 801 So. Wabash, Chicago (Karpen furniture and inner-spring mattresses) is making up lists during October, using broadcasting along with other media. Advertising manager is N. V. Field, and advertising is placed by the Charles Daniel Frey Co., 333 No. Michigan, Chicago.

WANDER CO., 180 No. Michigan, Chicago (Ovaltine and Alucol) is making up lists during October, using broadcasting along with other media. Thomas J. Wild is advertising manager. Blackett-Sample-Hummert, Inc., 221 No. LaSalle St., Chicago, is handling the account.

COPELAND PRODUCTS, INC., 332 Cass Ave., Mt. Clemens, Mich. (Copeland refrigerators) is making up lists during October and November, using broadcasting with other media. R. M. Douglass is advertising and sales promotion manager. The agency is Austin F. Bement, Inc., General Motors Bldg., Detroit.

M. B. BATES, advertising and manager for Life Savers, Inc., Port Chester, N. Y., has been touring western states in the interest

(*Continued on page 24*)

There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage . . . .

Drop in to
Advertisers Radio Service, Inc.

Headquarters: Room 226, Statler Hotel

Detroit, Mich.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.

of his firm. The organization is using a transcription series, the Success Reporter, which it gives for a five-minute period on a year's contract. Successful folks give a 45 second interview.

TRANSCRIPTIONS

NATIONAL Radio Advertising, Inc., is using the First National Studios, Hollywood, for Brunswick recording of its western transcriptions. Gerald W. King, manager of KFWB, Hollywood, is western manager for the company.

DICK HALLER, manager of Patrick and Co., San Francisco, booking agency for the Cecil and Sally transcription series, announces that the Pepsodent Company has purchased the rights for Australia, New Zealand and South Africa. The series is being recorded by McGregor and Sollie, Inc., newly reorganized to replace MacGregor and Ingram, Inc., San Francisco. C. P. MacGregor heads the laboratories of the new recording company as president, and its schedule includes a daily feature known as "Uncle Jerry" for Raybestos-Manhattan, Inc., Bridgeport, Conn., a children's feature, and others for Sun-Maid Raisins, Gruen Watch and others.

THE PACIFIC Coast Record Corp., Inc., 1040 Geary St., San Francisco, is now devoting practically all of its activity to electrical transcriptions, other records being a relatively minor part of its output. The company has pioneered in the production of unbreakable records for broadcasting. "Flexo" is the trade name of the record. Its most recent development is the new syncolateral cut which gives a playing time of 15 minutes on a 12-inch record and a half hour on a 16-inch record.

WILLIAM Horsley Film Laboratories, Inc., 1443 North Beachwood Drive, Hollywood, Cal., is announced as doing a series of 78 half-hour transcription programs for Roy Leffingwell, who acts in the dual capacity of an artist and distributor. Leffingwell, who heads the Roy Leffingwell Publications, Inc., in the Bendix building, Los Angeles, has been known in radio the past four years as a music-philosopher. In that time he has been at KFWB and KMTR, Hollywood, and manager of KPSN, Pasadena. The past year he has been at KECA, Los Angeles, with a morning studio program—piano, songs and chats. The transcription series will be along similar lines and allows for a 13 week broadcast at the rate of one half-hour program each week day.

These will be placed in cities where the Leffingwell Publications have distributors for sheet music. The distributors, in turn, will market the series to broadcasters as a sustaining feature. They are so arranged that stations, in turn, may put them on as commercial programs if local sponsors can be found. Although Leffingwell's activities as a music publisher bring his songs before scores of microphones, on his own programs he refuses to plug his own numbers once they are published. Out of a catalogue of 200 numbers he has written are "My Malibu Rose," "Like a Harp of Gold," "I'm Afraid That I'm Falling in Love," "Gosh, But I Wish That Spring Was Here," and others.

CONTINENTAL Broadcasting Corporation, Los Angeles, has released to about 40 stations in southern states a sponsored transcription series made for the Walker Properties Association, of Austin, Texas, manufacturers of chili con carne, hot tamales, etc. The background of the series presents a native Mexican orchestra in typical Spanish and Mexican music, with vocal and instrumental passages.

THE RADIO Transcription Company of America, Ltd., has issued a large-sized 8-page brochure of its winter releases. C. C. (Cash and Carry) Pyle, of bunion derby and other sports fame, is general manager. Quarters are maintained at 1509 North Vine St., Hollywood. Recording is done at Freeman Lang's sound studio and processed by Columbia Phonograph Co. Staff includes L. L. Ostrow, formerly in film work, as production chief, assisted by John R. Britz, onetime music supervisor of KYA, San Francisco, and Edwin Corle, continuity writer.

REPRESENTATIVES

HUGH D. HART, formerly vice president of the Penn Mutual Life Insurance Co., and P. B. Brown, formerly with Scott Howe Bowen, Inc., are chairman and president respectively of the Brown-Hart Company, Inc., a new radio representative service with offices at 500 Fifth Ave., New York City. Already representing nearly 200 stations, the company has also established offices in the Integrity Building, Philadelphia. The staff includes Howard L. Nussbaum, formerly with Scott Howe Bowen, and H. B. Esselem, formerly with the New York Times. Directors of the company, in addition to Messrs. Brown and Hart, are Van Sims, vice president of Lord & Taylor; Henry Doyle, Perot Adaire Co.; John A. Stevenson, vice president, Penn Mutual Life Insurance Co.; Vincent B. Coffin, Connecticut Mutual Life Insurance Co.; James Roosevelt, vice president, Victor M. Girard Co., and Harold Ley, president, the Life Extension Institute.

HANFF-METZGER of California, Ltd., Los Angeles branch of the New York agency, this month is renewing contacts with some accounts. At present its only current broadcast activity is that for the Texas Company which sponsors practically all of the Los Angeles and Hollywood film premieres on the air. Carl M. Heintz is manager of the Los Angeles office, with J. J. Dickley as radio account executive.

J. HAL MILLER, formerly with McElhiney & Associates, St. Louis, has joined Scott Howe Bowen, Inc., as manager of its newly established office in the Pioneer Trust building, Kansas City.

RADIO will be the topic of discussion at a round table discussion during the annual convention of the Pacific Association of Advertising Agencies, opening on Nov. 4 in Santa Barbara, Cal. Leader and speakers have not yet been announced. August J. Bruhn, Los Angeles manager of McKann-Erickson, Inc., is program chairman.

FRED L. ALLEN, formerly with the Cavally agency, Denver, has joined the sales staff of KLZ, Denver.

BERT OLBERT, operating as "Bert's Best Bets," has taken exclusive Santa Monica franchise for time of KTM, Los Angeles. He has his own studio in the Santa Monica Elks Club, running a remote control to KTM. He takes the 6 to 8 a. m. hour daily throughout the year.

EDWARD T. CLARK, formerly on the sales staff of WXYZ, Detroit, has established a new agency to represent radio stations in the middle west. The address of the agency is 1002 Walnut St., Kansas City.

CARL RIBLET, formerly in charge of radio publicity for the J. Walter Thompson Co., and Douglas J. Murphey, former assistant advertising manager of Wilson Brothers, Chicago, have formed the agency of Riblet and Murphey, 333 No. Michigan Ave., Chicago, specializing in radio advertising.

DICK RICKARD, announcer, has been promoted to assistant production manager of KFRC, San Francisco. Formerly he was with KHJ, Los Angeles; KOL, Seattle and KVI, Tacoma.

J. WILLIAM SHEETS, Seattle, has been appointed advertising and promotion manager of Cris Cringle Christmas Tree, to conduct a radio and print campaign for the newly organized Washington Christmas Tree Association.

TRUMAN E. PERRY, formerly assistant commercial manager of KHJ, Los Angeles, has joined the Allan M. Wilson Co., new Los Angeles agency, as radio advertising specialist. Hardesty Johnson, the tenor, is head of the agency's radio activities.

EQUIPMENT

SINCE last Aug. 1, Electrical Research Products, Inc., New York City, announces it has equipped 19 stations with Western Electric reproducing equipment for the broadcasting of electrically recorded programs. This brings the total number of stations now using Western Electric equipment to 147, the majority having complete double 33⅓ and 78 r. p. m. equipment. The stations equipped since Aug. 1 are: KFYR, Bismarck, N. D.; KLO, Ogden, Utah; KSL, Salt Lake City; KSOO, Sioux Falls, S. D.; KSTP, St. Paul; WAAM, Newark; WDOD, Chattanooga, Tenn.; WFBL, Syracuse, N. Y.; WIP-WFAN, Philadelphia; WLIT Philadelphia; WNAX, Yankton, S. D.; WPRO, Providence; WRVA Richmond, Va.; KGW, Portland Ore.; WWVA, Wheeling, W. Va.; WJAG, Norfolk, Neb.; WPG, Atlantic City; WNOX, Knoxville, and WODX, Mobile, Ala.

WESTERN Electric Company announces that 141 stations are now using its turntables for the reproduction of electrical transcriptions.

THE DEFOREST Radio Company, Passaic, N. J., has been licensed by the Radio Research Co., 1204 Irving St., N.E., Washington, D. C., to manufacture and sell the new quick-heating frequency control equipment developed by the latter. This new apparatus, it is claimed, can maintain frequencies well within 10 cycles with temperature variations of less than one-tenth degree Centigrade after 30 minutes from cold. Radio Research Company has orders on hand from about a dozen broadcasters. In the last two years it has equipped about 50 stations with frequency control equipment and temperature control ovens.

A NEW audio speech panel, manufactured by the Radio Research Company, Washington, D. C., and having exceptionally flat frequency characteristics embracing a range of 40 to 8,000 cycles, has been delivered to WJSV, Alexandria, Va. The same company built and installed WJSV's new 10 kw. transmitter earlier this year.

UNIVERSAL Microphone Co., 1163 Hyde Park Ave., Inglewood, Cal., has issued its new fall catalogue of microphones and allied lines. James R. Fouch is manager.

STATION NOTES

KMOX, St. Louis, is reported to be spending $250,000 for the new studios now in course of construction.

WNYC, New York City's municipal station, is planning the erection of a new fan-shaped, single-guyed aerial to replace the present antenna on the Municipal Building. The antenna is designed to improve transmission in crowded Manhattan, and will cost about $1,000. Isaac Brimberg, chief engineer, is in charge of the work.

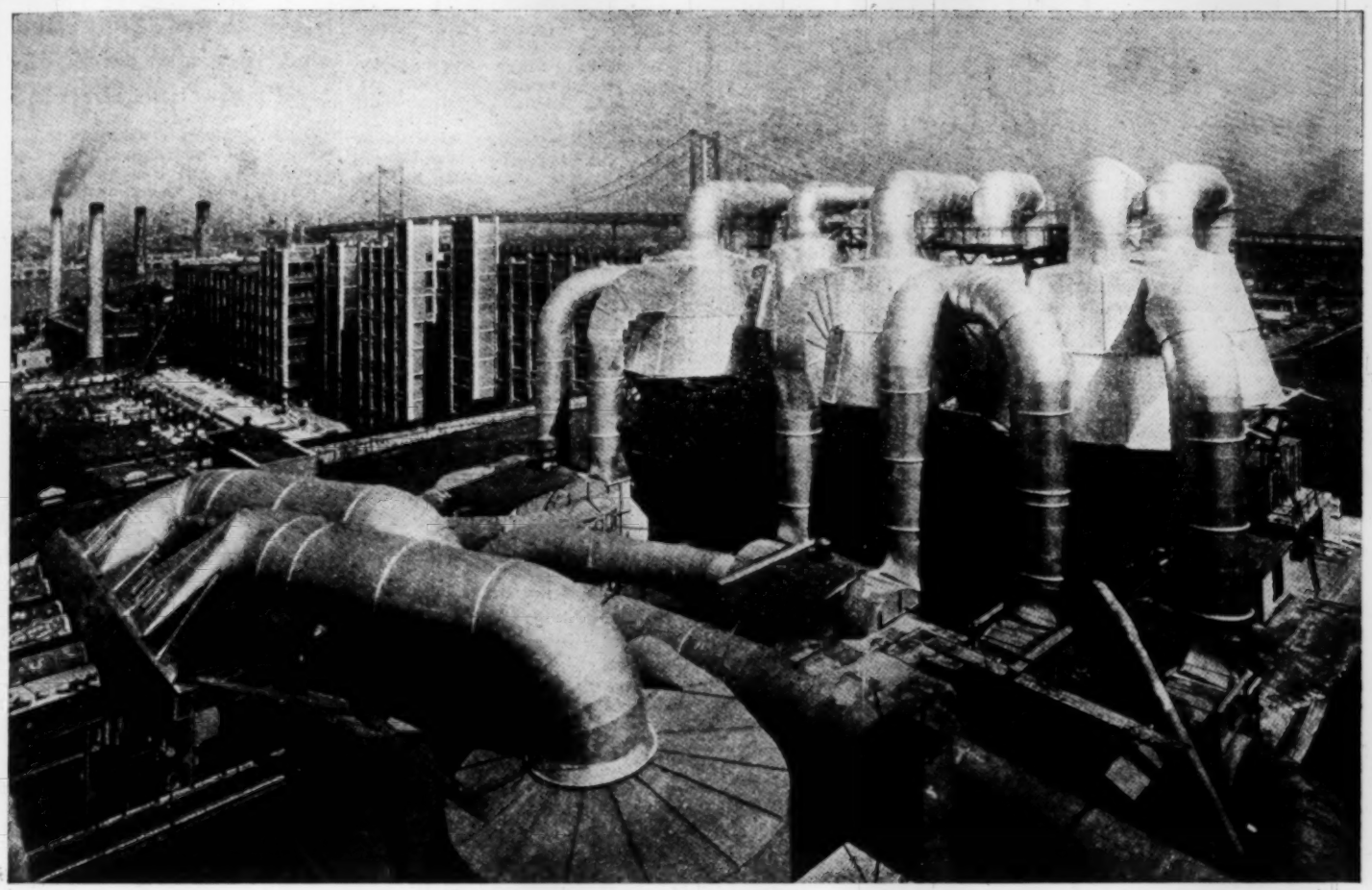
WCFL of the Chicago Federation of Labor this month went on a full time schedule by authority of the Federal Radio Commission. Heretofore it has operated until sunset on the Pacific Coast on the 970 kc. clear channel of KJR, Seattle, recently acquired by NBC. It is understood the full time grant was made after NBC officials had agreed to the arrangement.

KHJ, Los Angeles, installs a $50,000 automatic telephone system which went into action early in October. Improvements over the old: relieves switchboard of inter-office calls and of all out-going calls.

KFWB, Hollywood, a year ago showed a $12,000 deficit during the summer season. This year it is reported as having come out of the red and made a small margin of profit besides. Warner Bros., owners, imposed a 25 per cent salary cut early in the summer.

EIGHT Seattle broadcasters have donated time on the air for the opening drive of Seattle's Community Fund.

GOVERNOR "Alfalfa Bill" Murray, of Oklahoma, made his radio debut over CBS recently directly from the Jasper County Fair Grounds in Newton, Ia., Station WMT, Waterloo, Ia., handling the remote control relay to the network.



The meaning of "RADIO HEADQUARTERS"

THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, *Inc.*

ENGINEERING PRODUCTS DIVISION
Camden, N. J.

NEWS NOTES

From Foreign Lands

ALTHOUGH the British Broadcasting Corporation publishes its own radio program and other magazines, the London Evening Standard has instituted a complete radio department, publishing daily critiques and surveys of broadcast programs by Garry Allighan, radio authority. On Fridays there is a special section devoted to readers queries, technical problems, radio personalities, etc. The newspaper, in its own words, was prompted to inaugurate this new departure in British journalism because of the ever-increasing public interest in broadcasting. Of the 12,000,000 radio listeners estimated to be in the British Isles, 40 per cent are in and around London.

CZECHOSLOVAKIA'S postal administration has addressed to all European states subscribing to the Prague wave allocation plan a proposal for a revision of that plan to meet the interference resulting from the 9-kilocycle separation between channels. It is proposed to call a new conference at Locarno to consider the possibility of widening this separation to 13 kilocycles.

WHEN the new broadcasting station at Trieste, Italy, was opened recently, a solemn procession journeyed from the town to Mount Triestiniceo, the hill on which the transmitter is built, and in the name of Italy, its King and its Duce, baptised the hill "Mount Radio."

ITALIAN broadcasting authorities have decided to retain lady announcers, after having announced several months ago that they would be dropped. The Danish radio system is also planning to try out lady announcers.

THE NEW transmitter now under construction in Berlin for the German Broadcasting Corporation's station at Leipzig will have a power of 150 kilowatts, according to a London report.

ENGLAND'S counterpart of the Carnegie-Rockefeller foundation which established the National Advisory Council on Radio in Education, New York, is the United Kingdom Fund, established by Andrew Carnegie, which is financing experiments in adult education on the BBC system.

SECRET tests of the broadcasting possibilities on the channels around 7 meters will be conducted shortly by the British Broadcasting Corporation engineers. The BBC is having the Marconi company build a 1-kilowatt ultra-short wave transmitter, which may be located atop England's new Broadcasting House for the experiments.

AN ASSOCIATED Press dispatch from Berlin quotes Count George Arco, the German radio authority, as forecasting the reorganization of Europe's broadcasting system within five or ten years. He predicts that perhaps one station per nation, with powers ranging up to 10,000 kilowatts, will supply the continent's program services.

AS OF Aug. 31, there were 3,818,614 paid radio licenses in force in England, and in addition there were 25,488 free licenses issued to blind persons, according to E. A. Weir, radio service director of the Canadian National Railways at Montreal. British radio set owners pay the Postoffice Department an annual license fee amounting to about $2.50, part of which goes to the support of the British Broadcasting Corporation.

FOR THE British Broadcasting Corporation, J. M. Duthie on Oct. 14 began a series of broadcast lessons in Scottish country dancing. Certain setting figures are issued to the public, and they are instructed via the microphone as to the movements they should follow. A similar series on modern ballroom dancing was conducted several years ago on the BBC system.

"FAMOUS faux pas" of history and contemporary life are being dramatized in a current series of broadcasts over the British Broadcasting Corporation system.

Honolulu Station Serves American Military Post

KGMB, Honolulu, using the slogan, "On the Beach at Waikiki," is now located on the sixth floor of the Stangenwald building in Honolulu, serving its population of more than 200,000.

Its present remote control system goes to Schofield Barracks, largest American regular military station, where it connects with the post public address system for program interchange. The military band sends music to KGMB's transmitter and, in turn, the station programs are available to the military post.

Other permanent remotes include one to the Moana hotel on Waikiki Beach for evening dance music: to the Young hotel, in down town Honolulu, for their supper music and public banquets, and another to the Christian Science church for its regular lectures.

A. Henley, general manager, reports that the longest run of any single feature is the transcription of the Cecil and Sally feature which has been on KGMB a year and a half, or since the station was established. Its present sponsor is the Mutual Telephone Company, of Hawaii.

Local sponsors at present on regular schedule include: Universal Motors (automobiles); Honolulu Business college; Service Cold Storage (ice cream); Electric Shop (radio and refrigeration); Eastman Kodak Co. (photo supply); Willard Battery Co. (batteries); Rawley Ice Cream (dairy products).

McInerny, Ltd., gives a weekly stlye show program over KGMB; an educational program is furnished by the Chamber of Commerce and daily news and stock broadcasts are featured as sustaining studio features.

"KSTP Weekly" Growing

OBTAINING subscriptions by radio appeal to listeners, now that they have been deprived of adequate program listings in the St. Paul and Minneapolis newspapers, KSTP, St. Paul, announces that it is adding "by thousands" to the number of readers of its recently established "KSTP Weekly," a neatly printed four-page publication of programs and program notes. The subscription price is $1 a year or five cents an issue.

Radio Education Expert Plans Information Aid

THE United States Office of Education hopes to become the repository of all information dealing with education by radio and will make this information readily available, according to Dr. C. M. Coon, newly appointed specialist in radio education of the office.

Plans now are being formulated for collection of this material, both from commercial stations and educational stations. Mr. Coon added that this new branch of research will be in the nature of an information service, and that the office is particularly interested in keeping the educational and governmental interests of the country posted on the importance of this new educational device. The material will be collected through conferences, public addresses, pamphlets, letters and articles in educational publications, and the daily press.

The division will assist also in setting up and evaluating broadcast programs of educational material on invitation of state departments of education.

WOW Protests Powers Granted WCAU, WHAM

FIRST objections to the Federal Radio Commission's recent high power grants came on October 10 in a petition filed with the Commission by George Sutton, attorney for WOWO, Fort Wayne. It carried a formal protest against the granting of 50 kw. to WCAU, Philadelphia, and 25 kw. to WHAM, Rochester. Such power increases, the petition avers, would do injury to WOWO on 1160 kc., since WCAU on 1170 kc. is only 725 miles away and WHAM on 1150 is only 510 miles away. The petition is not in the nature of an appeal, the official power grants not becoming effective until the Commission's legal division prepares the necessary grounds for decision.

Radio Weekly Thriving

RADIO DIAL, Cincinnati's radio program weekly, inaugurated when Cincinnati newspapers eliminated program listings, has reached a circulation of 35,000, according to Frederic W. Ziv, advertising counsel. The subscription rate is six months for $1 and the newsstand price is five cents.

Six "Don'ts" Suggested For Speakers on Radio By Production Director

TO ENABLE radio speakers to become better acquainted with the peculiarities of the microphone, John Carlile, production director of the CBS, has compiled a list of six important "Don'ts." Here they are:

1. Don't take it for granted you can make a good radio talk without preparation. Every address by radio, if possible, should be preceded by a rehearsal.
2. Don't orate in the style usual to platform or pulpit. A discourse delivered in a conversational tone, and in such an intimate manner as one would use if he actually entered each of the million homes that may be attuned to the discourse, is much more effective than the one offered in the style of platform or pulpit address.
3. Don't speak from a manuscript that is clipped together. Bring your script with the pages loose. When you finish with a page let it drop to the floor. This eliminates the shuffling and rustling of the paper.
4. Don't clear your throat or cough near the microphone. Both sounds are borne to the radio audience as the growl or roar of some hitherto unheard mammoth of the jungle.
5. Don't hiss your sibilants. The "s" sound executed with the slightest whistle is disagreeable on the radio. Keep the tongue as far as possible from the roof of the mouth and the sibilant may be uttered softly.
6. Don't guess at the number of minutes your speech will require. The speaker in each broadcast has a time allotment which, with the necessary announcements and perhaps some incidental music, should exactly fill the assigned period. The address should therefore be accurately timed by paragraphs and parts of paragraphs, in seconds.

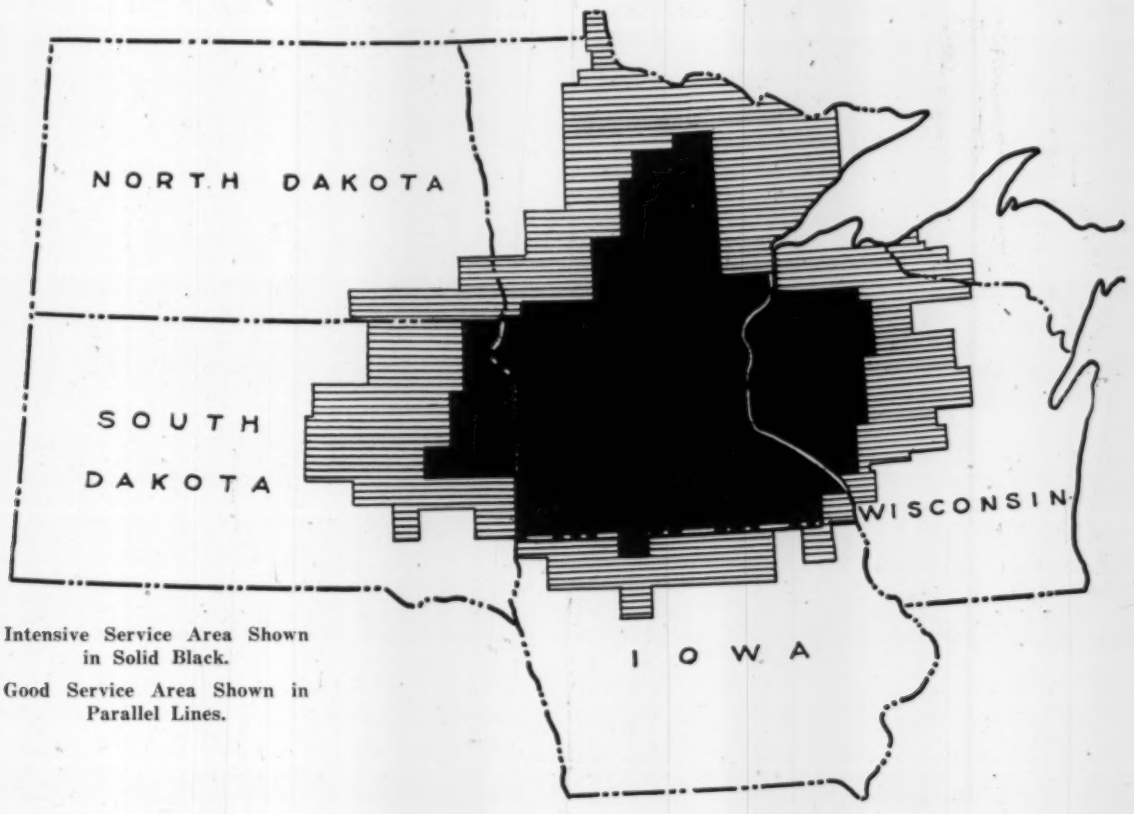
California Newspapers Fight Radio Advertising

AFTER three months of discussions of various aspects of radio, including one proposal to acquire two radio stations for carrying non-commercial programs to combat "too much commercialism on the air," the California Daily Newspaper Association has appointed a radio committee. It consists of John F. D'Aue, Whittier News, chairman; Charles H. Prisk, Pasadena Star-News; E. A. Benson, Bakersfield Californian; Paul Leake, Woodland Democrat, and B. D. Lane, Santa Barbara News.

In the meantime, H. O. Davis, publisher of the Ventura Free Press, is circulating the press of the country with inflammatory literature designed to prove radio's monopoly but openly avowing its purpose of effecting the removal of advertising from the air in order to make room in the overcrowded ether for education, information, the public service, and to protect the country's publishers against unfair competition." The California publisher claims to have more than 500 newspapers enlisted in his campaign.

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres

General Saltzman Points With Pride

(*Continued from Page 5*)

many instances, he is powerless to remedy the service complained of because of the mandates of higher authority. In this respect he is not unlike the Federal Radio Commission as regards complaints submitted to it by broadcasters, applicants and the listening public. Sometimes the Commission, like the broadcaster, finds itself powerless to remedy the service complained of on account of the mandates of higher authority. The Commission must obey the orders of three powerful agencies, viz: the mandates of the Courts, the radio laws of Congress, and the radio laws of the Almighty, for the last-named authority has established a large number of natural laws for the control of this wonderful facility. It is possible that the mandates of the first two authorities may be amended or modified, but it is quite difficult to obtain an amendment to one of the radio laws of the Almighty.

AT TIMES, some of the radio industry look askance at some of the orders and actions of the Radio Commission. The Commission, like the broadcasters, must obey orders issued by Congress and the Courts. The Radio Act of 1927 is an unusually good law dealing in important fundamentals. In many cases when the Commission's action is criticised, a careful analysis will reveal that the action was not simply arbitrary or capricious, but rather a compliance with a mandate imposed on that body. As an example, General Order No. 102 (regarding quota allocations), which has been the subject of comment, will be found by a little study to be simply a miniature of an amendment to the Radio Act approved March 28, 1928. The order simply expresses the law.

The Radio Commission labors for the ultimate good of radio. It invites cooperation and not lawsuits. Probably the biggest and most satisfactory job performed by that body is the new reallocation of frequencies used in commercial radio by ship, point-to-point, aviation and coastal stations, contained in General Order No. 119. This plan of world-wide scope, concerning the use of approximately 3,000 frequencies and involving many technical problems and affecting the interests of many individuals, companies and corporations, was brought about without a hearing or a lawsuit. Cooperation between broadcasters as an industry and the Commission is similarly desirable.

The Federal Radio Commission is naturally interested in all agencies or instrumentalities operating to advance or improve radio in this country. The Commission therefore welcomes the entrance of BROADCASTING into the national radio field. It extends its well wishes to this new publication and hopes that it may be a means for great good in the development and advancement of the art. An ideal trade journal is not only a forum wherein the problems of the art may be discussed but also an agency which assumes a responsibility for asserting a leadership in advancing the art or profession in which it is interested. With radio in its present developing age, BROADCASTING assumes a most interesting and important duty.

Danger Signals Ahead of Broadcasters

(*Continued from Page 9*)

The problem of how to meet the demands of North American countries outside of the United States for broadcasting facilities has yet to be solved. The Radio Commission's inexhaustible capacity for procrastination is a perpetual menace to the technical advance of the broadcasting art. The Davis Amendment and the mysterious form of higher mathematics known as the "Quota System" still obstruct the intelligent distribution of broadcasting facilities. These and many other questions will continue to perplex the broadcaster when he has nothing more serious to think about.

The immediate and vital issues of the next few months, however, may be summarized under the five specific dangers which have here been listed. If our broadcasting structure is to endure at all, Congress must keep its political hands off the allocation of broadcasting facilities. State law-makers must learn that legislation affecting radio is of necessity highly technical in character, and that it is a hundred to one that any proposed state bill on the subject will do more harm than good. Something must be done to reduce the cost of making or opposing applications under the Radio Act, if the industry is not to devote most of its revenue to the support of the legal fraternity. The broadcasting industry is due for a thorough housecleaning in the matter of its commercial practices, particularly as to rate cutting and extra commissions, in order not to destroy the faith of those whose money supports it in the value of radio time. Finally, and in many ways most important of all, broadcasting must put its commercial programs into the bathtub and give them a first-class scrubbing.

Most of these things can be accomplished by intelligent concerted action on the part of the broadcasters themselves. None of these five dangers would loom large if the broadcasters themselves clearly recognized them and saw the importance of vigorous cooperation in meeting them. Which leads to the suggestion of a sixth and final danger: lack of unified effort on the part of the industry itself. On practically every important point the interests of the broadcasters, large or small, east or west, are essentially the same. If they can avoid Danger No. 6 by sane and energetic cooperation, they can put the other five perils back in the class with the hungry ogres who used to scare little boys and girls in the nursery.

Farnsworth is Working on Television for Philco

IN A penthouse laboratory atop the plant of the Philadelphia Storage Battery Co., Philadelphia, manufacturers of Philco radios, Philo T. Farnsworth, young radio engineer of Salt Lake City and San Francisco, for the last few months has been conducting experiments with his new cathode ray system of television. Claims have been made for this system that it narrows the regulation frequency band for visual transmission from the regulation 100 kilocycles down to as low as 10 kilocycles and that, operating without mechanical parts, it builds up images of 40 to 400 lines.

The Philco makers are now the exclusive licensees of the Farnsworth system. Though James M. Skinner, president of the company, and W. E. Holland, chief engineer, say they have no definite plans made yet for the manufacture of receivers, they have applied to the Federal Radio Commission for authority to erect an experimental transmitter at the Philadelphia plant, asking for 1,500 watts and the 1,500-3,000 and 2,750-2,850 kc. bands.

Chicago Opera Program Scheduled 13 Saturdays

BEGINNING Nov. 7, the overture and first acts of 13 successive Saturday night operatic performances of the Chicago Civic Opera Company will be carried over the NBC-WJZ network as a sustaining feature under an arrangement completed between Herbert H. Witherspoon, director of the opera company, and M. H. Aylesworth, president of NBC.

The first world-famous opera company to broadcast directly from the stage, the Chicago Opera has gone on the air each season for the last six years. Each year has been marked by improved technique and equipment for the pickup of the performances. Two or three of the new parabolic reflector microphones will be used this year.

In the meantime, the Metropolitan Opera Company continues to be a holdout against radio. Though it has never gone on the air, Mr. Aylesworth recently declared at a Federal Radio Commission hearing that he was negotiating with Metropolitan officials and he believed the company's performance would soon be available to the radio audience also.

RADIO'S SHOW WINDOW

During the Bi-centennial, the Nation's Capital will be host to an unprecedented influx of visitors. Already over 200 conventions are scheduled, including many groups that are potential users of sound equipment. Itineraries will include the National Radio Equipment Exhibition, in the National Press Building, where also is located the Federal Radio Commission. Visits from thousands of representatives of radio stations in this building are required each year. The exhibition management will arrange and conduct group and individual demonstrations to users and prospective buyers as a feature of its activity.

MANUFACTURERS of transmitting, sound-recording and reproduction equipment and producers of transcriptions will permanently display their products in the real radio mart of the United States. Washington is the Mecca of 5800 station owners and operators, the spenders of more than seventy-five million dollars in the next twelve months. The display is remote from the factory but directly in the path of the buyer.

Your exhibit will be unusually enhanced by surroundings of dignity and beauty, in settings typical of radiocraft, framed in pertinent motifs.

Especially constructed studio, audition and control rooms with the highest degree of acoustical treatment insure faithful demonstration of sound reproducing apparatus. Experienced managers guarantee impartial operation, explanation and demonstration.

Space diagrams, rates and full details on request.

NATIONAL RADIO EQUIPMENT EXHIBITION

CARL H. BUTMAN, President

National Press Building — Washington, D. C.

"On a Stream of Ether Floating"

Comes an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depth of music as well as the heights, the overtones, the color. The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers by the World Broadcasting System, Inc., and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. *Listen to a World Broadcasting program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet: SMART BROADCASTING, 1932.*

World Broadcasting System, Inc.

World Broadcasting Building, 50 W. 57th St., New York City

SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE

179 King Street, West, Toronto
333 North Michigan Ave. Chicago
6-242 General Motors Building, Detroit
Baker Hotel, Dallas, Texas

Western Electric
NOISELESS RECORDING

* Chevrolet Motor Company
Vick Chemical Company
Drug, Inc.
Life Saver, Inc.
John H. Woodbury, Inc.
Maxwell House Coffee
Remington-Rand, Inc.

Power of I.C.C. to Rule on Rates

(*Continued from page 12*)

The defendants, it is declared, have not filed and published tariffs in compliance with the act, and they have not submitted their properties for valuation nor filed annual reports as the act is held to require. The NBC "has failed and refused to furnish facilities for sending complainant's messages at night although other persons are provided with facilities denied to complainant."

The complainant prays that its complaint be filed and served and that a hearing be held. After due investigation it requests that the commission "require defendants to cease the violation of law herein alleged and that reparation be awarded in such sum as may be determined upon proof adduced by complainant." The pleading was signed by Henry A. Giesler, president of the corporation.

Under Commission procedure the defendants have 20 days in which to file answers to the complaint, which was filed Oct. 1. Unless some question as to the commission's jurisdiction is raised by NBC or WGBB to cause delay, the hearing will be held before an examiner, probably in December. The hearing likely will be held in New York City since all parties are in that vicinity.

Commissioner Eastman expressed himself clearly on the very subject raised in the complaint when he testified on Jan. 9, 1930, before the Senate Interstate Commerce Committee in connection with the Couzens Bill for the creation of a federal commission on communications. He answered a series of written questions on the subject in his testimony.

EASTMAN EXPLAINS VIEW

REPLYING to the question as to whether there is now any power in the I. C. C. to regulate rates of stations or the chains and whether or not any complaints have been filed in such matters, Mr. Eastman said:

"My understanding of the words 'broadcasting stations' as they are used in this question is that they refer to radio stations which transmit spoken words or music by wireless electric impulses to all within effective range of those impulses who possess and use suitable receiving apparatus, and which do not transmit messages from a definite sender to a definite receiver. My understanding of the words 'so-called chains' is that they refer to broadcasting stations which are linked together by wire or otherwise so that they can be and are used to broadcast the same program at the same time. The question being so understood, I am of the opinion that there is now no power in the Interstate Commerce Commission to regulate rates of broadcasting stations or the so-called chains, for the reason that such stations or chains are not engaged in the transmission of intelligence by wire or wireless as common carriers for hire.

"I may say that is purely an ex parte expression of opinion. The matter has not come before the commission for formal determination, nor been argued before it.

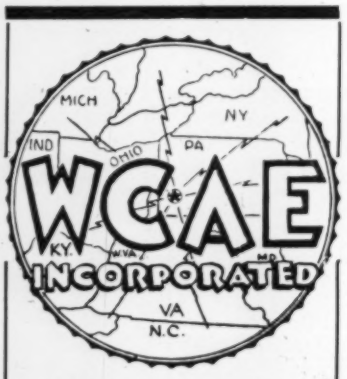
"No formal complaint has been filed with the Commission with respect to such rates. On Jan. 4, 1927, the Commission was asked in behalf of the C. K. MacAlpine Co., 50 Church Street, New York, N. Y., to institute a general investigation of the rates, rules, regulations, and practices of the National Broadcasting Co. (Inc.), and of other persons, firms, or corporations engaged in the interstate transmission of intelligence by radio. On February 12, 1927, the petitioner was advised that its request presented novel issues and further information was sought in order that the Commission might better determine whether a general investigation should be instituted and, if so, what its scope should be.

"Certain additional information was submitted, but upon its receipt the petitioner was advised that it was not deemed sufficient to warrant the Commission in instituting a general investigation, and that the proper course for it to pursue was to file a formal complaint setting forth the matters complained of in accordance with the Commission's rules of practice. No such formal complaint was thereafter filed. Nor have any informal complaints been received. There have been various queries with regard to jurisdiction and so on, but nothing I think which would be styled a formal complaint."

In reply to a second question, Mr. Eastman said he was of the opinion that the Commission "has no present power to deal with matters of discrimination in so far as broadcasters and chain stations are concerned."

Bid for Trade Show

CHICAGO, St. Louis and Atlantic City have entered bids for the 1932 spring trade show of the Radio Manufacturers Association. The selection of the place for the show is in the hands of a committee headed by B. G. Erskine, of Emporium, Pa. In the meantime, announcement has been made of the postponement of the Chicago Radio-Electric Show to January 18-24, 1932. It will be held in the Coliseum as a combination trade and public show.



Pittsburgh, Pa.

Do YOU Know
"the Why and How" of

- planning a radio program
- obtaining radio circulation
- reaching the audience?

Read

BROAD-
CAST
ADVERTISING

THE FOURTH DIMENSION

By
Frank A. Arnold

Director of Development of the National Broadcasting Co., Inc.

James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies from 1917-1928 and until recently Business Manager of Liberty Magazine, says:

"Now it can be truthfully said that radio broadcasting hath a book.

"Broadcast Advertising, the Fourth Dimension, is a biography of the industry.

"It comprehends all of the essentials in the progress of its growth, with a fine discrimination in the narrative of facts, but very happily it is written with a grace which gives it a retaining charm.

"This book has quality of permanence, which makes it particularly valuable to all those who are concerned with radio broadcasting, from technicians to listeners.

"It is particularly fortunate that the author of this book has both of the high qualifications for writing it; that is, a living knowledge of his subject and the rare ability to hold the perspective of the reader.

"The place of broadcasting in the wide field of advertising should be better understood. This book goes a long way toward that end." *James O'Shaughnessy*

The Only Book on the Subject Written for Advertising Men by an Advertising Man

"Broadcast Advertising" is written in entertaining narrative form. It deals with everything from the pioneering days of radio to an interesting discussion of its future. Obtaining radio circulation, planning programs and adapting them to subject and audience, re-selling the broadcast program, broadcasting as an aid to distribution, does broadcast advertising pay—these are only a few of the subjects discussed, which make the book invaluable for advertising agencies, advertising departments of industry and staffs of broadcasting stations and organizations.

$3.00

ON APPROVAL COUPON

John Wiley and Sons, Inc., 440 Fourth Ave., New York.

Gentlemen:—Kindly send me a copy of "Broadcast Advertising" by F. A. Arnold. I agree to remit the price of the book ($3.00) within five days after its receipt or return the book postpaid.

Name .....

Address .....

Position or Reference.....

B.A. 10-15-31

THE LARGEST AND MOST INCLUSIVE ARTIST AGENCY

IN EXISTENCE TODAY

NBC ARTISTS SERVICE

GEORGE ENGLES, Director

« « « » » »

Managing the Activities of

105 OUTSTANDING CONCERT ARTISTS

250 RADIO STARS

40 DISTINGUISHED FIGURES IN WORLD AFFAIRS (Lecture Tours)

30 POPULAR ORCHESTRAS

« « « » » »

Booking Them for Engagements in Radio, Concert, Phonograph Recording, Sound Films, Vaudeville, Lectures, Etc.

« « « » » »

NEW YORK—711 Fifth Avenue

CHICAGO—Merchandise Mart

SAN FRANCISCO—111 Sutter Street

PORTLAND, ORE.—Public Service Bldg.

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
OCTOBER 1-13 INCLUSIVE

Applications . . .

OCTOBER 1

WOAX, Trenton, N. J.—Modification of CP granted June 24, 1931, authorizing change of equipment, to ask for extension of completion date to December 1, 1931.

WFIW, Hopkinsville, Ky.—Modification of CP granted August 12, 1931, to move transmitter locally and make changes in authorized equipment.

KGVO, Missoula, Mont.—Modification of license to change hours of operation from 10 a. m.-6 p. m. to 9 a. m.-9 p. m. daily.

KFJR, Portland, Ore.—Voluntary assignment of license to Ashley C. Dixon-KFJR, Inc.

OCTOBER 2

WMBO, Auburn, N. Y.—Voluntary assignment of license to WMBO, Inc.

WSAR, Fall River, Mass.—License to cover CP granted July 25, 1931, for changes in equipment.

WHAS, Louisville, Ky.—License to cover CP granted July 14, 1931, for changes in equipment.

KGFF, Shawnee, Okla.—CP to install new transmitter.

NEW, Jacksonville, Fla.—Irene Reynolds, for CP to erect new station on 1200 KC, 100 w, unlimited time.

OCTOBER 3

WNBO, Silver Haven, Pa.—Authority to install automatic frequency control.

WEEU, Reading, Pa.—Modification of CP granted June 12, 1931, for a new station, as to equipment, and to move transmitter slight; also extend completion date of CP.

KOIL, Council Bluffs, Ia.—Authority for direct measurement of antenna input.

OCTOBER 5

WJR, Detroit, Mich.—CP to make changes in equipment and increase power from 5 to 10 kw.

NEW, Montgomery, Ala.—O. H. Stephens, trustee as the Voice of Montgomery, for CP to erect station to use 1500 kc., 100 w., D, share with KGKB.

WFDV, Rome, Ga.—Modification of license to change frequency from 1310 to 1500 kc. and hours of operation from D to unlimited.

WHBF, Rock Island, Ill.—CP to move station locally.

KMPC, Beverly Hills, Cal.—Modification of CP granted June 17, 1931, to change equipment authorized and extend commencement and completion dates.

KGEW, Fort Morgan, Colo.—CP to make changes in equipment.

OCTOBER 6

WHDL, Tupper Lake, N. Y.—Amended application for CP to move station locally instead of to Lake Placid, N. Y. Also amended as to equipment. (Original application requested change in frequency to 1220 kc.).

KFLX, Galveston, Tex.—License to cover CP granted June 17, 1931, for changes in equipment.

KGU, Honolulu—Modification of license requesting 750 kc., 2 kw., full time, experimentally, and changes in equipment.

OCTOBER 8

NEW, The Evening News Association, Detroit—New CP for experimental television station, 43000-46000, 2750-2850, 2850-2950, kc., 1 kw.

WJR, Detroit—Amendment to CP for new experimental television station, 42000-46000, 48500-50300 and 60000-80000 kc., 200 w.

OCTOBER 9

WEBR, Buffalo, N. Y.—Modification of license for authority to use old equipment as auxiliary.

WGBS, New York City—Requests voluntary assignment of license and CP from General Broadcasting System, Inc., to American Radio News Corporation (William Randolph Hearst subsidiary).

WIBG, Elkins Park, Pa.—Requests voluntary assignment of license from St. Paul's P. E. Church to WIBG, Inc.

NEW, Dr. George W. Young, Minneapolis, Minn.—New CP for experimental television station, 2000-2100 kc., 500 w.

W1XAK, Chicopee Falls, Mass.—Renewal of special experimental license 990 kc., 50 kw.

OCTOBER 12

NEW, Owosso, Mich.—Floyed E. Blough, Don G. Morrison, Gilbert L. Davis, and Paul L. Blunt, doing business as Owosso Broadcasting Co. CP for new station to use 830 kc., 1 kw., D.

NEW, McComb, Miss.—A. L. Klotz, Noel Reaben. CP amended to request 1420 kc. instead of 1370 kc.

WOSC, Charleston, S. C.—Modification of license to change power from 500 w. to 1 kw.

KTSL, Laurel, Miss.—Modification of license to change hours of operation from sharing with KRMD to D.

Decisions . . .

OCTOBER 1

APPLICATIONS for 50 kw. granted to following: WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO-WOC, Des Moines, Davenport; KOA, Denver; KSL, Salt Lake City; KPO, San Francisco.

POWER of 25 kw. granted to following: WHAM, Rochester; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; KFAB, Lincoln, Neb.

APPLICATIONS for 50 kw. denied WJZ, New York; WHAM, Rochester; WBZA-WBZ, Boston-Springfield; WWJ, Detroit; WHAS, Louisville; WFBM, Indianapolis; WAPI, Birmingham; WBT, Charlotte; KVOO, Tulsa; WREC, Memphis; WMAQ, Chicago; WGN, Chicago; WBBM, Chicago; KGO, Oakland, Cal.

WCFL, Chicago—Denied application for 50 kw. and change of frequency to 720 kc.

WTMJ, Milwaukee—Denied application for 50 kw. and change of frequency to 870 kc.

WOWO, Fort Wayne—Denied application for power increase to 25 kw. and increased hours of operation from time-sharing with WWVA, Wheeling, W. Va., to full time.

WIS, Columbia, S. C.—Application to change equipment and increase day power on 1010 kc. returned at request of applicant.

WRBJ, Hattiesburg, Miss.—Application for CP to move station locally, install new equipment and operate unlimited time on 1370 kc. returned to applicant. Not considered necessary.

NEW, Carterville, Mo.—Ozark Radio Corp. denied right to amend application in case already heard by Examiner.

OCTOBER 2

WFOX, Brooklyn, N. Y.—Granted CP to move transmitter locally.

WNBR-WGBC, Memphis, Tenn.—Granted CP to move transmitter locally.

WBOW, Terre Haute, Ind.—Granted CP to move transmitter locally.

KSEI, Pocatello, Idaho—Granted CP to make changes in equipment and install automatic frequency control.

WSAZ, Huntington, W. Va.—Granted authority for direct measurement of antenna input.

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date to October 15, 1931.

WOCL, Jamestown, N. Y.—Granted license covering installation of new equipment, increase in power and moving of main studio locally.

WAGM, Presque Isle, Me.—Granted modification of CP to approve location of transmitter and to change equipment authorized in CP.

KSMR, Santa Maria, Cal.—Granted modification of CP to extend commencement date from June 15 to September 15, and extend completion date to December 15, 1931.

WJBY, Red Bank, N. J.—Granted license covering changes in equipment.

KCHI, Little Rock, Ark.—Granted license covering changes in equipment.

WCAJ, Lincoln, Neb.—Granted license covering changes in equipment.

KTSA, San Antonio, Tex.—Granted modification of license to increase day power from 2 kw. to 2½ kw.

WMAZ, Macon, Ga.—Granted consent to voluntary assignment of license to Southeastern Broadcasting Co., Inc.

KREG, Santa Ana, Cal.—Granted consent to voluntary assignment of license to J. S. Edwards.

WPRO, Providence, R. I.—Granted permission to extend authority to remain silent from September 30 to October 15th.

KGBU, Ketchikan, Alaska—Granted authority to operate at reduced power.

NEW, John E. V. Jasper, Sherman, Tex.—Hearing ordered on request for CP 1500 kc., 50 w., share with KGKB; also to use portable to test location.

WKBV, Connorsville, Ind.—Hearing ordered on request for consent to assign license voluntarily to Indiana Broadcasting Corp.

NEW, United Radio Utilities Co., Ltd., Los Angeles—Hearing ordered on request for CP for visual broadcasting.

NEW, Knickerbocker Broadcasting Co., Inc., New York City—Hearing ordered on request for CP for visual broadcasting.

W9XD, The Journal Co., Milwaukee, Wis.—Hearing ordered on request for CP for television service.

C. L. and P. E. Morris, G. E. and O. W. Wray, Almena, Kans. (Examiner's Report No. 195)—Denied CP for new station to operate on 1420 kc. 100 w. daytime, sustaining Examiner Pratt.

GILLETTE STANFORD, Chico, Cal. (Examiner's Report No. 199).—Denied CP for new station to operate on 1500 kc., 100 w. daytime, sustaining Examiner Walker.

KTSL, Shreveport, La. (Examiner's Report No. 209).—Granted CP to move transmitter and studio to Laurel, Miss., but denied as to increase in hours of operation, sustaining Examiner Yost. KRMD, Shreveport, granted renewal of license 1310 kc. 50 w., share with KTSL, sustaining Examiner Yost.

INDIANA'S COMMUNITY BROADCASTING CORP., Hartford City, Ind. (Examiner's Report No. 209).—Denied CP for new station to operate on 600 kc. 500 w. unlimited time, sustaining Examiner Walker.

OWOSSO BROADCASTING CO., INC., Owosso, Mich., (Examiner's Report No. 211).—Denied by default CP for new station to operate on 950 kc. 1 kw., unlimited time, sustaining Examiner Post.

WINTERS JONES & HUGH H. JONES, Baltimore, Md. (Examiner's Report No. 212).—Denied CP for new station to operate on 880 kc. 250 w., daylight hours, sustaining Examiner Hyde.

OHIO BROADCASTING CORPORATION, Canton, O. (Examiner's Report No. 213).—Denied CP for new station to operate on 1200 kc. 100 w., unlimited time, except to share with WNBO Sundays, sustaining Examiner Walker.

WBCM, Bay City, Mich. (Examiner's Report No. 224).—Denied modification of license to change frequency from 1410 to 940 kc., sustaining Examiner Hyde.

WDRC, Hartford, Conn. (Examiner's Report No. 226).—Denied modification of license to increase power from 500 w. to 1 kw., sustaining Examiner Hyde.

WILLIAM J. HAYES, Portsmouth, O. (Examiner's Report No. 227).—Denied CP for new station on 1310 kc., 100 w., unlimited time, sustaining Examiner Hyde.

HOWARD B. HOEL and CHAS. M. DEAN, Norwood, O. (Examiner's Report No. 228).—Denied CP for new station on 1420 kc., 100 w., unlimited time, sustaining Examiner Hyde.

KFKA, Greeley, Colo.; KPOF, Denver, Colo., and KYW-KFKX, Chicago—Set for hearing because their facilities have been applied for.

NEW, J. G. Burbank and J. A. Dalton, Laramie, Wyo.—CP 880 kc. 500 w. LS, to share with KPOF and KFKA, dismissed at request of applicant.

WRDO, Lewiston, Me.—Modification of CP to change location of transmitter, dismissed at request of applicant.

NEW, Missouri Broadcasting Co., St. Louis, Mo.—CP 2200-2299 kc., 500 w., visual broadcasting, dismissed at request of applicant.

NEW, Monumental Radio, Inc., Baltimore, Md.—CP 2000-2100 kc., 500 w., unlimited time, visual broadcasting, dismissed at request of applicant.

WFBG, Altoona, Pa.—Denied CP 1310 kc., 100 w., 250 w. LS, because applicant failed to make appearance within time allowed.

NEW, L. I. and E. T. Hall, Canton, N. C.—Denied CP 1310 kc., 50 w., because applicant failed to make appearance within time allowed.

NEW, John Wilbur Jones, Newburg, N. Y.—Denied CP 1390 kc., 100 w., because applicant failed to make appearance within time allowed.

NEW, Berkshire Broadcasting Service, Pittsfield, Mass.—Denied CP 1310 kc., 100 w., because applicant failed to make appearance within time allowed.

OCTOBER 6

WFDV, Rome, Ga.—Granted voluntary assignment of license to Rome Broadcasting Corp.

WJAK, Marion, Ind.—Granted voluntary assignment of license to The Truth Publishing Co., Inc.

WJAK, Marion, Ind.—Granted CP to move studio and transmitter from Marion to Elkhart, Ind., and install new equipment.

WPRO, Providence, R. I.—Granted CP to make changes in equipment and move studio locally.

WJBK, Detroit, Mich.—Granted CP to increase equipment to 100 watts power; hearing on increase in operating power will be held; simultaneous night operation with WIBM denied. Granted modification of license to change hours of operation from sharing with WIBM to sharing night hours with WIBM and simultaneous day operation with WIBM.

WCOA, Pensacola, Fla.—Granted modification of CP to extend completion date to February 1, 1932, and commencement date from September 1, 1931 to January 1, 1932.

KIT, Yakima, Wash.—Granted modification of CP to extend commencement and completion dates on CP from July 1 to November 1, 1931, and October 1 to December 31, 1931, respectively.

WIBM, Jackson, Mich.—Granted modification of license to increase hours of operation from sharing with WJBK to simultaneously daytime operation and sharing at night with WJBK.

KLPM, Minot, N. Dak.—Granted license covering change of frequency, increase in power and changes in hours of operation—1240 kc., 250 w., half time.

KQW, San Jose, Cal.—Granted license covering removal of studio and transmitter locally, and installation of new equipment—1010 kc., 500 w.

KWCR, Cedar Rapids, Iowa—Hearing ordered on request for voluntary assignment of license to Cedar Rapids Broadcast Company and on request for modification

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.

of license to change hours of operation from sharing with KFJY and KFGQ to sharing with KFGQ only.

WIBG, Elkins Park, Pa.—Default entry of August 6, 1931, rescinded and application for hearing on renewal of license set for October 20, 1931.

KTAB, San Francisco, Cal.—Application for renewal of license on 560 kc., 1 kw., set for hearing because information being broadcast over KTAB alleged not in public interest.

WCBA, Allentown, Pa.—Set for hearing on complaint of certain individuals who charge station is being operated for personal interest of private individuals.

KTNT, Muscatine, Iowa—Denied voluntary assignment of license to Progressive Publishing Company.

NEW, John Wilbur Jones, Newburg, N. Y.—Application for facilities of following stations dismissed from hearing docket in view of Commission's denial on October 2 of application because of failure to file appearance: WCOH, Yonkers, N. Y.; WMRJ, Jamaica, N. Y., and WGBB, Freeport, N. Y.

OCTOBER 9

KXL, Portland, Ore.—Granted CP to install new transmitter.

WBHS, Huntsville, Ala.—Granted modification of CP to extend completion date to March 3, 1932.

WEEI, Boston, Mass.—Granted authority to measure power of station by direct measurement of antenna input.

WEAN, Providence, R. I.—Granted authority to measure power of station by direct measurement of antenna input.

WKJC, Lancaster, Pa.—Granted consent to voluntary assignment of license to Lancaster Broadcasting Service, Inc.

WSAR, Fall River, Mass.—Granted license covering changes in equipment, 1450 kc., 250 w., unlimited time.

WHAS, Louisville, Ky.—Granted license covering changes in equipment; 820 kc., 10 kw., unlimited time.

WGST, Atlanta, Ga.—Granted license covering changes in equipment and moving of transmitter locally; 890 kc., 250 w., 500 w., LS, unlimited time.

WTAD, Quincy, Ill.—Granted modification of license to change name to Illinois Broadcasting Corporation.

WCAX, Burlington, Vt.—Granted extension of completion date of CP to November 7, 1931.

KWCR, Cedar Rapids, Ia.—Granted voluntary assignment of license to Cedar Rapids Broadcast Company. (This application was designated for hearing on October 6th, reconsidered and granted).

NEW, Boston-Herald Traveler, Corp., Boston, Mass.—CP 1500 kc., 100 w., unlimited time, designated for hearing.

NEW, R. H. McNeeley, Louis Brown and E. M. Pace, D/B as WNAT Broadcasting Co., Natchez, Miss.—CP 1310 kc., 100 watts, share with KRMD, designated for hearing.

WTAD, Quincy, Ill.—CP to move transmitter and studio to St. Louis, Ill., designated for hearing.

KFXR, Oklahoma City, Okla.—Renewal of license set for hearing.

WMT, Waterloo, Ia.—Modification of license, 600 kc., 500 w., unlimited time, dismissed at own request.

WGBS, New York City—Modification of license, 930 kc., 250 w. Hours not used by WAAT on 940 kc., dismissed at own request.

NEW, Hochschield, Kohn & Co., Inc., Baltimore.—CP 2850-2950 kc., 500 watts, unlimited time, dismissed at own request.

WGR, Buffalo, N. Y.—Motion to terminate authority to use additional experimental power in re WKRC, Inc., Cincinnati, dismissed at own request.

NEW, Traveler Mfg. Corp. of Ill., St. Louis, Mo.—Denied television CP 2300-2500, 1750-2000 kc., 500 w., by default.

NEW, Crosley Radio Corp., Cincinnati, O.—Denied television CP 2100-2200 kc., 1 kw., by default.

NEW, Easton Coal Co., Inc., New York City—Denied television CP 2750-2850, 43000-46000 kc., 500 w., by default.

NEW, National Co., Inc., Malden, Mass.—Denied television CP 2100-2200 kc., 150 watts, by default.

NEW, Memphis Commercial Appeal, Inc., Bartlett, Tenn.—Denied television CP 2850-2950, 4300-4600 kc., 250 w., by default.

NEW, WMAQ, Inc., Addison Township, Ill.—Denied CP 5900 or 6040 kc., 500 watts, by default.

WIL, St. Louis, Mo. (Examiner's Report No. 221)—Denied modification of license requesting unlimited time instead of time-sharing with WMAY and KFWF, reversing Examiner Pratt.

WCLO, Janesville, Wis. (Examiner's Report 230)—Denied CP to increase power to 100 watts, 250 w. LS, sustaining Examiner Hyde.

KGFW, Kearney, Neb. (Examiner's Report 234)—Granted CP to move station from Ravenna to Kearney, Neb., and change apparatus to secure 100% modulation, sustaining Examiner Hyde.

WIAS, Ottumwa, Ia.—Granted extension of time to November 22, in which to file depositions in hearing November 30.

WNBR, Memphis, Tenn.—Denied motion of stations WREC, WMC and WMBQ, Memphis, to reconsider the removal of WNBR's transmitter.

KWKH, Shreveport, La.—Renewal of license heretofore set for hearing because station failed to file time-sharing agreement, cancelled, and regular license issued because station has complied with regulations.

WWL, New Orleans, La.—Renewal of license application heretofore set for hearing because station failed to file time-sharing agreement in accordance with G. O. 105, cancelled, and regular license issued. Station has now complied with the G. O.

OCTOBER 13

KFJY, Fort Dodge, Iowa—Ordered to file application for renewal of license on or before Oct. 28, pursuant to terms of General Order 114.

NEW, Alexandria, La.—Application of W. H. Allen, Eugene Levy & S. B. Pearce, doing business as W. H. Allen & Co., for CP 1210 kc., 50 w., D, designated for hearing.

KRMD, Shreveport, La.—Application for CP to change equipment and to increase power from 50 w. to 100 w., and for modification of license to increase hours of operation from sharing with KTSL to part time without division, designated for hearing.

WBEN, Buffalo, N. Y.—Granted consent to voluntarily assign license from Buffalo Evening News to WBEN, Inc.

KFWB, Hollywood, Calif.—Granted authority to make direct measurement of antenna input.

KTHS, Hot Springs, Ark.—Granted special authorization to change frequency from 1040 kc. to 970 kc. only on Saturday afternoons during football season, Thanksgiving afternoon before 6 p.m. and for the Atwater Kent audition Oct. 31, 1 to 4 p.m.

KGIX, Las Vegas, Nev.—Granted permission to remain off air until Nov. 1 to finish work on transmitter and to make tests.

WOL, Washington—Granted permission to intervene in CBS-Washington booster hearing Oct. 19. Station, however, will not be permitted to introduce evidence on its own petition for increased power and a new frequency.

WIL, St. Louis—Motion to protest granting of CP to KFWF, St. Louis to remove transmitter locally and asking that Commission rescined its action of Sept. 18 to that effect, denied, on ground that Commission already has decided that KFWF should remain upon air, sharing with WIL.

KGJF, Little Rock, Ark.—Granted temporary license subject to Commission's decision as result of an investigation now being made with respect to the station, its equipment and operation.

NEW, Hartford, Ind.—Application of Indiana's Community Broadcasting Corp., for new television station on 2750-2850 kc, previously defaulted, ordered redesignated for hearing on Nov. 3. CP requests 50 watts and two hours operation daily.

Examiner's Reports . . .

APPLICATION of WMAK, Buffalo, N. Y., for renewal of license on 1040 kc., 1 kw., LT, recommend for denial by Examiner Walker. (Docket 1278, Report 258). Hearing was held September 4, but station had failed to file written appearance of desire to be heard as required by regulations. Held also that no substantial showing of service made and that station has failed to comply with General Order 111. Denial of the application would result in a reduction in the present over-quota condition of New York, Examiner Walker held.

APPLICATION of John W. Lieuallen, Moscow, Idaho, for new station on 1420 kc. with 100 w., daylight operation (Docket 1267, Report 256), recommended for denial by Examiner Walker, because of default.

APPLICATION of Symons Broadcasting Co., Spokane, Wash. (KFPY), for modification of license to change frequency from 1340 to 1220 kc. (Docket 1283, Report 257), recommended for denial by Examiner Walker, because of default.

Latin American Radio

LIKE their North American confreres, practically all the radio stations in South America, with the exception of those that are government-owned, carry broadcast advertising, according to Trade Information Bulletin No. 771 ("Broadcast Advertising in Latin America," Government Printing Office, Washington, 10 cents) compiled by E. D. Schutrumpf of the Specialties Division, Department of Commerce, from the reports of American representatives in Latin America. Rates vary as widely as they do in this country, the bulletin reveals, but radio advertising is gaining as more receiving sets are sold.

Washington Visitors*

Carl Meyers, WGN, Chicago.
Ralph Atlass, WJKS, Gary, Ind., and WLAP, Louisville.
Alfred J. McCosker, WOR, Newark.
John V. L. Hogan, Consulting Engineer, New York City.
George W. Robinson, WIBR, Steubenville, Ohio.
Levering Tyson, National Advisory Council on Radio in Education.
Earl F. May, KMA, Shenandoah, Ia.
E. B. Fish, KGRS, Amarillo, Tex.
George A. Mahone, Attorney, Baltimore, (formerly WFBR).
John Elmer, WCBM, Baltimore.
George Roeder, WCBM, Baltimore.
Walter C. Evans, Pittsburgh, (KDKA, WBZ-WBZA, KYW).
Franklin Ford, WHAP, New York City.
William L. Foss, WCSH, Portland, Me.
Dr. R. A. Forrest, WTFI, Toccoa, Ga.
S. H. Evans, Ventura Free Press, Ventura, Cal.
W. Emery Lancaster, WTAD, Quincy, Ill.
Norman Baker, Muscatine, Ia.
W. G. Brown, Lamar, Colo. (New station hearing).
Harry D. Lee, Lamar, Colo. (New station hearing).
Rev. S. H. Patterson, Denver. (New station hearing).
U. S. Senator J. Hamilton Lewis, Illinois.

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *October* 1-13.

How Jack Frost Changed

(*Continued from page 11*)

spirit of a rollicking Overture of old Hungary, as Mr. Ormandy brings us "The Hungarian Lustspeil Overture," by Keler Bela.

4. HUNGARIAN LUSTSPEIL OVERTURE ---------- K. Bela
Orchestra

Tonight Lucien Schmidt, our artist of the cello, leaves his accustomed place in the orchestra to play for us his interpretation of "Fond Recollections," by Popper.

5. Fond Recollections ---------- D. Popper
Cello Solo—L. Schmidt

Havrilla—To the angler, there's a great satisfaction in landing a twelve-inch trout. To the ball player, there's a greater satisfaction in knocking a home run with the bases full, and, of course, to the golfer, there's a supreme satisfaction in making a hole in one. Whatever your sport may be, there is a satisfaction in topping the field. Some of us can do it one day, and some can do it constantly. In the latter class we find the champions. They are champions because they know how, and "knowing how" is the secret of success in any endeavor.

The National Sugar Refining Company of New Jersey *Knows how* to refine sugar. Its three great plants are manned by expert chemists and analysts who know how to transform raw sugar into the Quality products that are packaged and sealed under the Jack Frost name. Jack Frost sugars are rigidly tested ninety-eight times daily, for quality and purity. When next you buy sugar, ask for it by name, "Jack Frost."

For your iced drinks, fruits and cereals, we suggest Jack Frost Fruit Powdered Sugar. It dissolves instantly. It melts into fresh fruits and berries, developing their luscious flavors to the full. This especially prepared sugar is really a triumph of refining. Finer than the finest granulated, this brilliant free-running sugar is almost like smooth powdered sugar. It is the *only* Jack Frost sugar in a *light* blue box. Try it. Ask your grocer for JACK FROST FRUIT POWDERED SUGAR. Like all other Jack Frost Sugars, it is 100% pure cane — — — the quality sugar of America.

The Melody Moments will continue in just a minute. (Station Break).

We resume the Jack Frost Sugar Melody Moments with a new fox-trot called "Up and Down the Hill."

6. UP AND DOWN THE HILL ---------- Williams
Fox-Trot—Orchestra

Children often get cross in the heat of the good old summer-time. Oliver Smith has a very soothing song for children of all ages. It's called "Baby Ballad," by John Kessler.

7. BABY BALLAD ---------- J. Kessler
Solo—Oliver Smith

Florenz Ziegfeld has done it again. After an absence of four years he has produced another of his famous "Ziegfeld Follies." The Follies of 1931 is more gorgeous and elaborate than any he has shown heretofore. Besides beautifully glorified girls, his show includes some fine music. Here's the big dance hit called "Do the New York."

8. DO THE NEW YORK ---------- Oakland
Fox-Trot—Orchesta

Just for the sake of contrast let us go back a few years to the Ziegfeld Follies of other days. The time is 1919. The Follies are about to start as the Orchestra plays a medley of the hit tunes.

9. SELECTIONS FROM FOLLIES OF 1919 ---Buck and Stamper
Orchestra—Vocal "TULIP TIME IN HOLLAND"

10. (THEME).

As the lights on the marquee over the theatre grow dim, and the first nighters wend their merry way homeward, Little Jack Frost wants to whisper a *sweet* secret to you. When next you order sugar think of him—"Jack Frost." Your grocer has it in all its varieties.

Buy it from him and enjoy the utmost in sugar refinement. Jack Frost Sugars are distinctive in every way. They are PROPERLY REFINED AND PROPERLY PACKED IN SANITARY SEALED CARTONS, untouched by human hands. There is a kind for every purpose. Each is 100% pure cane sugar—the Quality Sugar of America.

Your announcer is Alois Havrilla, bidding you "Good night."

Policing the Ether

HOW Uncle Sam polices the wave lengths is described in the new booklet "Radio Activities of the Department of Commerce," published by the Government Printing Office, 10 cents. Containing a resume of the work of the Radio Division, the Bureau of Standards, the Bureau of Lighthouses and all Department of Commerce agencies having to do with radio, the booklet also for the first time gives a detailed description of the new Grand Island, Neb., monitoring station. Twenty years of Federal radio regulation are covered, dating back to the creation of the Division in 1911.

Log Changes Available

MONTHLY changes in the official log of broadcasting stations as published February 2, 1931, have been issued by the Federal Radio Commission. A dozen stations are changed either as to call letters, assignments or ownerships. The Commission also has issued a new list of police radio stations. These may be procured by writing the secretary of the Commission.

Tieup for Good Will Found Effective

(*Continued from page 11*)

program sponsor, to say nothing of the important interest created in the mind of the merchant himself.

This new method of constructing continuities has seemed to be of considerable interest to people engaged in advertising and radio work generally. We have heard many comments about its being courageous and sensational and all that. Neither before the step was taken nor since have we considered it to be anything except the normal thing to do. It was normal for the present time; I don't know that it would have been especially beneficial two years ago. Perhaps it would not be the right procedure for every product, but it was the right thing for the product of the National Sugar Refining Company of New Jersey at this particular time.

Every radio campaign naturally has to be measured in the terms of the desired result. In the case of Jack Frost Sugar, radio is but an approximately 30 per cent portion of the advertising appropriation. I would not give a nickel for an advertising campaign which lacked newspaper support. In this particular case of Jack Frost, I feel so strongly on this, that we spend more than twice as much in newspaper advertising as we do on the radio. Furthermore, we do not believe we would be spending half as much in the newspapers as we presently are, if we were not on the radio. That is why it galls me sometimes to hear newspaper solicitors say that radio is taking money out of their pockets. That is certainly not the fact in connection with Jack Frost, and I doubt whether it is in the case of any large advertisers.

RADIO HELPS NEWSPAPERS

THERE probably are exceptions to all general statements, but I do not believe there exist many cases where radio has been hurtful to newspaper revenues. I believe that if the information could be secured; that is, if advertisers by and large were willing to tell, it would be found that radio has increased newspaper revenues as well as circulation. I heard one time of a New York retailer who found radio such a productive investment that he greatly increased his newspaper advertising so that his competitors would not find it out. However, we are not dealing in cynical instances, but I do not believe newspapers have any need to worry about radio.

Both newspaper and radio advertising are extremely valuable, and, anyhow, most commercial radio programs are sponsored by successful businesses, and businesses do not remain successful by indulging notions. Whatever they do in an advertising way has to prove resultful over any reasonable period of time, and I cannot imagine any advertisers chiselling such a fundamental as newspapers.

The real fact is, as most advertisers and advertising men have found out by experience, that newspaper campaigns and radio campaigns bear a complementary relation to each other. The proportion of advertising, one to the other, that this relationship must bear, must be determined separately in each case. As I have stated, in the instance of the Jack Frost Sugars, the proportion is roughly two to one; that is two-thirds newspaper advertising and one-third radio. This has been extremely resultful for our client. We have only good words to speak both for newspaper advertising and radio advertising, and there is no reason why they should quarrel with each other. They can help each other a lot and will be well-advised to do so.

New Program Papers

TWO more radio program publications have made their appearance on the Pacific coast, where such periodicals are reported to be almost as numerous as stations. One is the "Radio Flash," sold as a 5-cent weekly in Hollywood, and the other is the "Radiogram Weekly," which sells for 10 cents in Los Angeles. In the meantime, both the "Northwest Radio Weekly" of Seattle and "The Microphone" of Vancouver have been discontinued.

PROMINENT dentists are appearing before the microphone of WBBM, Chicago, this month in a sustaining series known as the "Radio Dental Clinic."

THE BUREAU of Broadcasting, Inc., Chicago, has appointed Carlyle Emery manager of its St. Louis office. Mr. Emery formerly was president of the Emery Advertising Co., St. Louis.

KELW
Los Angeles
"The West's Most Popular Station"
—780 Kilocycles—
Featuring
National and Local Advertisers
KELW Pleases Their Audiences As Well As Their Sponsors
Bob Kaufman, *Mgr.*
Owned and Operated by MAGNOLIA PARK, LTD.

Homespun Humor Wins Popular Vote

OF THE four types of programs with which Montgomery Ward & Company experimented in test programs on an NBC coast-to-coast network last summer, the "Beautiful Thoughts" program, embracing old vocal and instrumental favorites, poems and hymns, led in the popular vote of the radio audience practically from the start, according to F. W. Jameson, the company's public relations director. The other programs consisted of orchestral music, domestic sketches, and minstrelsy.

More than 50,000 letters of 200 words were received. The $1,000 grand prize went to Mrs. Florence Draper, of Claremont, Cal., and 592 other cash prizes were awarded. The preponderance of preferences expressed for the homespun type of entertainment is construed by Mr. Jameson to indicate that the economic depression has made the public more serious minded, stimulating a desire for more inspirational programs. The song and sentiment feature was concluded each day with a "prayer for today," and that feature will be continued throughout the rest of the year.

The J. Walter Thompason Company agency, a Chicago research agency, conducting a survey in 150 key centers, recently found that "plain, old-time homespun humor of the real country folks is as popular with Americans over the radio today as it has always been in the theatre." The survey was conducted to determine the popularity of "The Stebbins Boys," a sketch featuring rural types. The "Stebbins Boys" is sponsored by Swift & Co., packers, over an NBC-WEAF network.

College Has Radio Class

THE first credit college course on radio broadcasting is now being conducted at the College of the City of New York by Dr. Frank A. Arnold, director of development of the NBC. Starting on Sept. 28, the course consists of two-hour lectures each Monday evening for 14 weeks, covering the technique of history, and the development of broadcasting. Forty-five minutes of each lecture are devoted to questions and answers and informal discussions. Students not regularly enrolled in City College pay a $12.50 registration fee to attend the lectures. Two full college credits are given regular students.

World Bridge Game

ELY CULBERTSON, the bridge expert, has announced in New York City that an international radio network will be linked on Jan. 20, 1932, for a tournament of bridge experts of many countries in order to give the public an opportunity to gauge the merits of his "approach forcing" system as against the "official system."

WMT
The Voice of Iowa
•
Northeast Iowa's Dependable Station
•
The Waterloo Broadcasting Co.
WATERLOO, IOWA

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL
AND
MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

XUM

Average Man Key to Educational Radio

(*Continued from page 13*)

gram itself, which is now and always will be the crux of the matter. If programs, educational in character in the broadest sense, and not interminedly dull, as Henry A. Bellows says the usual educational program of the past has been, can be devised by qualified and independent educators of the first rank, it is the opinion of the present writer at least, that they will take their rightful place on the air as one of the features of broadcasting; and an audience for them will be built up consisting first of all of that important thinking minority of the American public which at the present time is extremely critical of broadcasting. Such programs will be listened to.

Radio's biggest challenge to the educational world, among many, is the opportunity it provides for a speaker to address the community as an audience, whether the community be the nation or a territorial section of it. This is a fact, a new fact, which can be accepted and can be laid down as the first stone in the structure which eventually will be erected in this country to represent educational broadcasting. Nothing has as yet been attempted or discovered to indicate that the development of radio makes it necessary to revolutionize the systems of education which have been built up in the countries of either the eastern or the western hemispheres. But admitting this one big opportunity, the challenge is sufficient. In Europe they have advanced much farther than we have in America, not so much in the programs themselves, but in their attempts to study the educational possibilities of radio and in organizing educational forces to take advantage of the new means it provides for the enrichment of their educational systems.

DIVERSITY OF OPINION

Not all educators are agreed on radio, and from present indications, it is not likely that substantial agreement can be reached for some time to come. There are some who insist it is absolutely necessary and right that separate channels be set aside for the use of stations owned and operated by educational institutions or by departments of education of the federal, state or other duly constituted governments. There are others who hold just as tenaciously to the view that absolutely free expression of views, via the medium of radio, is necessary for education and similar "services" but that this freedom can best be accomplished and represented if a proportion of the time allocated to stations on all channels be set aside for this purpose. No doubt there is merit to both contentions, particularly if some of the questions which are implied in the first paragraph of this article are answered. But until adequate answers are brought forward the educational field in broadcasting will continue to be scrambled.

Meanwhile, the organization which the writer represents, is determined to keep apart from this controversy, to study the program possibilities inherent in the educational world in this country, and to hammer away on the problems of devising the type of acceptable educational program described earlier. For, I repeat, the program is and will continue to be the heart of the matter. No matter how the educational controversy develops, it will always be necessary to provide fifteen minutes, half an hour, or more of broadcasting to hear which people will turn on their radio sets and keep them turned on.

If this can be done, then and only then, we believe, we shall have educational broadcasting in this country.

LOST and found ads carried in the Brooklyn Daily Eagle are broadcast twice a week free of charge over WLTH, Brooklyn.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN
Radio Consultant
National Press Building
WASHINGTON, D. C.

SILENCED during a sudden storm on October 8 when a lightning bolt struck its antenna and burned out the inductance coil, WEAF, New York City, was back on the air in 33 minutes with a temporary antenna and reduced power and about 90 minutes later was back on full power.

Place Your

SPOT PROGRAMS

Where they will Produce Results

Electrical Transcriptions

OVER

WIP-WFAN

500 WATTS—610 KILOCYCLES

PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually

WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation
33 1/3 and 78 R.P.M. Turn Tables

SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE

Write or wire immediately for reservation.
WIP-WFAN Broadcasting Co.
Philadelphia, Pa.

Commission Codifying Orders in a New Form

REVISED rules and regulations of the Federal Radio Commission, in which all general orders promulgated by the Commission during its four years of existence will be codified, shortly will become operative. The document already has been drafted by a special committee and awaits Commission approval. It will supersede the general orders which now constitute the regulations.

Several changes of importance to broadcasters have been recommended by the committee, comprising Col. Thad H. Brown, general counsel, Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, secretary. One involves modification of General Order 8, which requires station call letter announcements at 15 minute intervals. This was requested by the National Broadcasting Company and Columbia Broadcasting System. The other suggests revision of the recently invoked requirements for the maintenance of operating and program logs by all stations, and is in accord with the proposals of the National Association of Broadcasters.

Generally, however, the changes recommended are of routine character, designed to clarify the language of the existing orders. All of these changes, of course, are subject to final approval or rejection by the Commission. The Committee recommended no drastic modification of the basic general orders involving broadcasting.

The rules and regulations will be available to all stations. They will be published in a volume of possibly 200 pages. The rules and regulations alone will cover approximately 150 pages, to which will be appended the Radio Act of 1927 fully annotated, and a complete index. The volume will be a loose-leaf arrangement, so that the rules and regulations at all times may be kept current. After adoption of the regulations, the Commission probably will discontinue the issuance of general orders as such. New regulations or amendments will be promulgated in the form of amendments to the rules and regulations.

WOL Objects to Booster

A PROTEST against the application of the Columbia Broadcasting System for authority to build a new 250-watt booster in Washington, based purely on legal grounds, has been filed with the Federal Radio Commission by WOL, Washington. The protest does not attack the booster principle. On May 20, 1929, the Commission granted WOL an increase in power from 100 to 250 watts but never made the grant operative, according to LeRoy Marks, WOL manager. Before the quota of the District of Columbia is further increased, it is argued that WOL should be given the higher power, as well as a corresponding change in frequency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Position Wanted

Managing Director of regional station in New York area contemplates change. Possesses five years experience in studio, program, continuity, production, commercial, executive departments. Available anywhere—any time—any department except engineering. Has no exaggerated ideas of remuneration. Details and satisfactory references on request. Box 1, Broadcasting.

Miscellaneous

Write, Wire, Phone WPAD, Paducah, Kentucky, for Western Kentucky Coverage.

Help Wanted

Wanted—Engineer to take charge of one thousand watt station. New Western Electric equipment. Good salary to man qualifying. Box 2, Broadcasting.

Senatorial Call Letters

TWO United States Senators enjoy the distinction of having the call letters of broadcasting stations composed of their initials, Station WJJD, Mooseheart, Ill., is named after John J. Davis, Republican, Senator from Pennsylvania and former Secretary of Labor. Station WMMN, Fairmount, W. Va., is named after Senator Matthew M. Neely, Democrat, of that state.

We don't claim the World—

BUT

WPTF

***at* Raleigh**

the capital of North Carolina, is the only station within a radius of 90 miles.

•

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

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1000 WATTS

Western Electric Radio and Reproducing Equipment

PROGRAMS build AUDIENCE!

WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

Chain and outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

WMBD

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

PEORIA ILLINOIS

INCREASED COVERAGE

• The service area of a broadcast station is dependent upon power AND ALSO upon antenna efficiency, percentage modulation, frequency control, and several other factors.

• Many of the technical details which exercise important influence on service area are individual problems and require the application of the engineering principles suited to each specific condition.

• For example: Marked increase in coverage has resulted from the use of antennas designed by this company. It is noteworthy that these antennas do NOT, in the usual case, require expensive, new towers.

• Antenna design is one phase of the complete transmitting station engineering service offered by the Radio Research Company, Inc.

• Competent engineers and full instrument equipment are available for the analysis and adjustment of transmitters to the end that maximum performance within the requirements of the Federal Radio Commission may be obtained.

RADIO RESEARCH COMPANY, Inc.

1204 Irving Street N. E.

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RESULTS

61%

OF ALL

WBBM CLIENTS

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RENEWED CONTRACTS

The Air Theatre

WBBM CHICAGO

25,000 Watts--389.4 Meters--Clear Channel

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FOR THE FIRST TIME

A Staff of Star Reporters for Broadcasting Stations

Telegraphic dispatches from all parts of the world, written by star reporters, in a style particularly adapted to broadcasting.

Trained news writers and specialists in business, finance, sports, politics, foreign news, fashions, dramatics, the movies and other special fields send their exclusive stories over a DIRECT PRIVATE WIRE TO THE STUDIO.

This staff, recognized for its authority, records the daily history as the events occur and tells the story with a rich and colorful human-interest touch.

Exclusively to one station in each city. This means EXCLUSIVE, not sharing with any other station or newspaper.

Limited territory open. Wire Consolidated Press Association, United States Daily Building, Washington, D. C.

CONSOLIDATED PRESS

Among the prominent stations using this service are WBZ-WBZA, Boston; KDKA, Pittsburgh; KSTP, St. Paul; KFI-KECA, Los Angeles; KVOO, Tulsa; WSM, Nashville.

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